

The American **BAKER**

PUBLISHED FOR THE BAKERS OF AMERICA®

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Society of
Bakery Engineers**

36th Annual Meeting



Chicago, March 7-10

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Southern Bakers Association
46th Annual Convention
Hollywood, Florida
March 31-April 2



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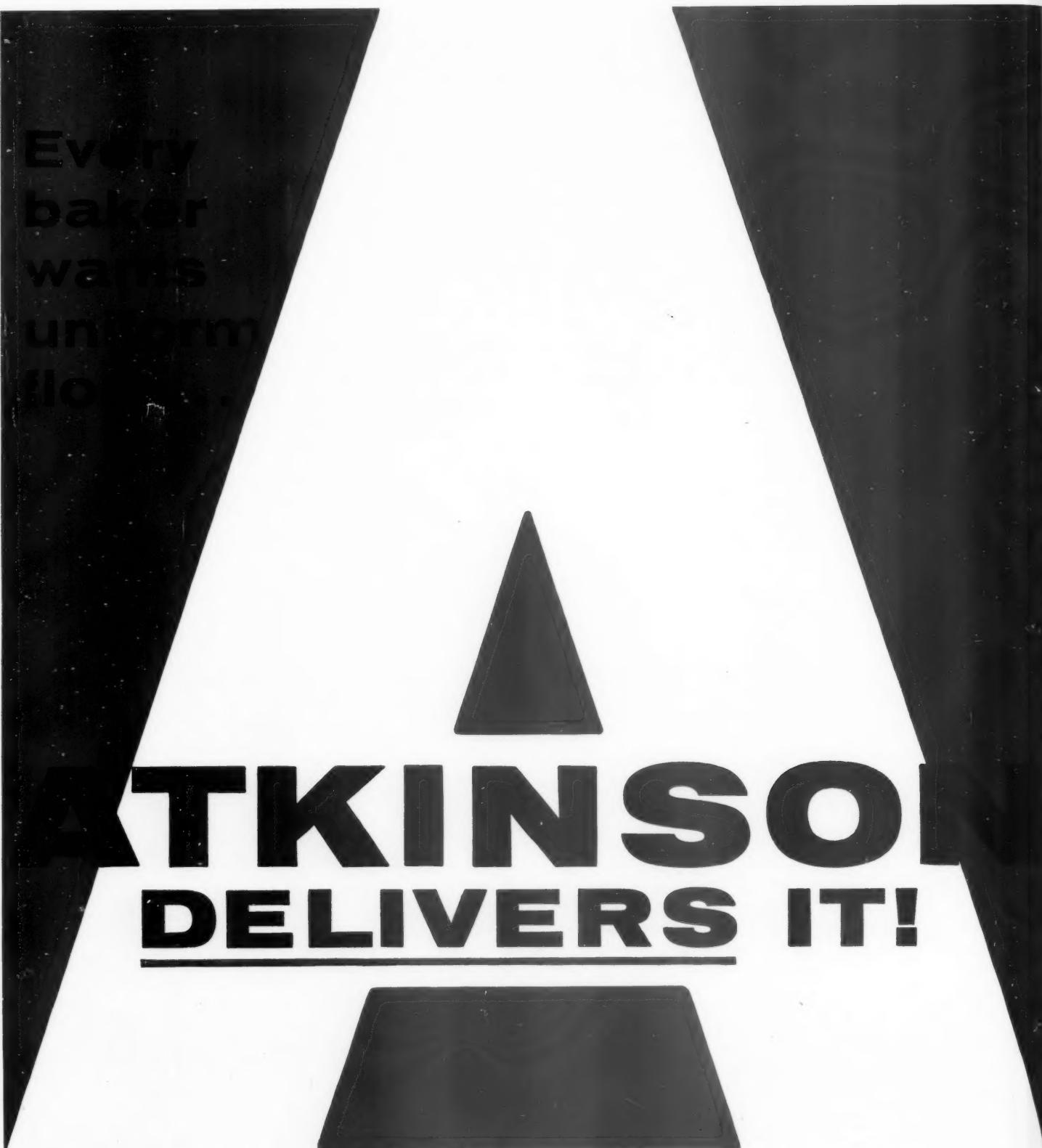
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The American BAKER



March, 1960



ALLIED TRADES—An address by Victor E. Marx, secretary of the American Society of Bakery Engineers, given before the annual "Bosses' Night" banquet of the Minnesota Allied Trades of the Baking Industry on the crucial matter of obtaining trained production personnel for the baking industry

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ASBE—A detailed program of speakers and their subjects to be presented before the annual meeting of the American Society of Bakery Engineers

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POTOMAC STATES—A resume of the remarks of key speakers heard at the Potomac States convention, including some "warning signals" about industry problems and the suggested solutions

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TRI-STATE—A report on the New Orleans meeting of the Tri-State Bakers Assn., with some informal photographs of those in attendance

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FLOUR TESTING—A boxcar loaded with 800 paper sacks of bakery flour and a delicate impact recorder recently became the subject of a series of tests to determine damage which occurs in transit

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MERCHANDISING—Creating a choice of 26 varieties of bread and offering all 26 types every day of the year is a long-range experiment which has more than doubled volume in three years for this Phoenix bakery

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WORTH LOOKING INTO—An increasing array of equipment, machines and sales helps is being made available to millers and bakers all the time, designed to make their work easier, their production costs lower and profits higher. A coupon is easily detached to aid readers in learning about items of value to their own businesses

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NEW ABA MOVIE BEING DISTRIBUTED

CHICAGO—The new motion picture "The Color of Health" is now in the hands of a selected list of educators in most states, reports the Bakers of America Program of the American Bakers Assn. These primarily are key people in state physical education departments. They will be placing the films in schools in each area. In addition, orders for showings on a loan basis are arriving steadily from school principals in a few states where mailings have been made. The supply of prints has not been delivered in full and additional distribution will be made when all copies are on hand. Prints may be purchased by ABA members at \$61 a copy. A number of members have bought prints for local circulation.

Continental Baking Sales, Earnings Show Increase

RYE, N.Y.—Continental Baking Co. has reported net sales of \$385,941,474 for the fiscal year ended Dec. 26, 1959, highest in company history, or 17.66% over sales for the previous year of \$328,003,511. Excluding additional sales from acquisitions, the increase in net sales was \$15,187,336, or 4.63% over the preceding year. R. Newton Laughlin, president, stated in his annual report to stockholders. However, Mr. Laughlin, in his report, detailed some of the labor stoppages at various Continental plants, which he termed as "having had a very serious adverse effect on company earnings for the year 1959."

Net profit for 1959, after federal income tax, was \$9,323,019, compared with \$8,855,473 in the previous year, another significant rise. However, Mr. Laughlin pointed out that net profit in 1959 was 2.42% of net sales compared with 2.70% in 1958.

After deducting the dividend on the \$5.50 dividend cumulative preferred stock, earnings on each share of common stock, based on 1,872,258 average number of shares outstanding during the year amounted to \$4.60, compared with \$4.83 earned

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FDA Head Comments on Food Additive Date

WASHINGTON—"I believe that March 5, 1960, will end and March 6, 1960, will dawn just about like other days."

This is what George P. Larrick, commissioner of the Food & Drug Administration, has said about the time when the food additives amendment becomes fully effective.

"The American people will continue to get adequate food without wild alarms, without mass seizures by the government of food additives that hadn't been cleared," he said. "In short, we expect the world to continue to operate about the same way immediately after this law becomes fully effective as it does now."

He stated also in a recent talk, "A firm still has the right to decide for itself whether its product is subject to the food additives amendment, and if it thinks it is not, we (FDA) have the obligation of proving in court that it is before we can maintain actions against the product or the firm."

(Editor's note: Under the FDA interpretation of the Delaney clause of the food additives amendment, there have been and are certain restrictions in regard to supplemental new drug applications where estrogens or arsenicals are involved in the formulas, but it is understood that previously cleared uses and certain new uses will not be affected in cases of prior sanction or recognition of safety.)

(Thus, it can be said that the current situation will not change just because of the March 6 effective date of the food additives amendment. While present restrictions will continue unless a change is made in the law or regulations, there will not be additions to these particular restrictions.)

March 6 Deadline on Food Additives Amendment Does Not Imply 'Drastic Action' on Compounds, FDA Reports

By JOHN CIPPERLY
American Baker Washington Correspondent

WASHINGTON—The March 6 "fully effective" date for the food additives amendment to the food and drug law will not mean any drastic action on the use of compounds not at this point officially identified as safe and harmless, according to top officials of the Food and Drug Administration.

These officials told this reporter that they will follow a policy of reasonableness. They say that where a producer of a compound or food additive can make a showing of sincere effort to substantiate a claim either for exemption or a tolerance level for his product, FDA will grant

—BREAD IS THE STAFF OF LIFE—

Constitutionality Test Baking Suit Filed by Missouri Firms

JEFFERSON CITY, MO.—Six baking firms, including Continental Baking Co., and Cake Box Bakers, Inc., of Kansas City, have filed suit with the Cole County Circuit Court, to test the constitutionality of a new law concerning weights and measures in the baking of bread.

The baking firms say the law could cost them more than \$1 million. The suit seeks to obtain an injunction against John Sam Williamson, state commissioner of agriculture, who is charged with enforcing the law passed by the 1959 legislature.

The new law became effective Aug. 29, but Mr. Williamson announced he would not attempt to enforce it until March 15, 1960, in order to train his inspectors. It is a general weights and measures law that applies to the selling of almost all kinds of foodstuffs.

The section that applies to the bakeries specifies that bread must be baked in 1 lb. loaves, 1½ lb. loaves, 2 lb. loaves or in multiples of 1 lb. loaves.

The six bakeries filing the joint

Turn to **MISSOURI**, page 50

a further extension of time for such a product.

Meanwhile, FDA officials were processing papers certifying a long list of substances as being recognized as safe or indicating tolerance levels.

The officials said that there probably will be only a relatively small number of products which are not on the latest approved list or which cannot obtain an extension of time.

Not involved in these listings are drugs which are covered by the FDA policy statement under the Delaney amendment. As reported previously, the March 6 deadline is not expected to have any immediate effect on conditions now existing for these products.

Undertones of local news are that the attacks by Secretary Flemming against industry use of certain chemical compounds are being submerged and that a White House decision to appoint a top committee of scientists to examine merits of the use of chemicals in food production will supersede the arbitrary activities of the Secretary of Health, Education and Welfare.

This does not mean that enforcement of the FDA act will be slowed, but it may mean that there will be a return to more authority over FDA activities by the food and drug commissioner. Some have observed that in recent months some of the commissioner's authority seemed to have been superseded by the activity of his boss as the secretary grabbed sensationalized publicity as in the case of cranberries and caponettes.

—BREAD IS THE STAFF OF LIFE—

Interstate Bakeries Net Sales, Earnings Highest in History

LOS ANGELES—Highest net sales and net earnings in its history were reported for the year 1959 by Interstate Bakeries Corp. in its annual report now issued.

In a review of 1959 operations, R. L. Nafziger, board chairman, and John R. Dow, president, reported bread and cake sales amounting to \$124,298,154, an increase of 6.35% over 1958.

Earnings, after payment of preferred stock dividends, amounted to \$3.92 a share on the common stock computed on the basis of 978,789 shares outstanding. Earnings in 1958 were \$3.43 on the basis of 961,023 shares then outstanding; \$3.37 on the basis of 978,789 shares.

Quarterly common stock dividends of 40¢, totaling \$1.60, amounted to 41% of the \$3.92 earnings. Quarterly dividends on the \$4.80 preferred stock and the dividends on the common stock amounted to \$1,912,425, which, coupled with long term debt payments of \$366,263, represented 54.27% of net earnings.

For the 10-year period, 1950-1959, Interstate's earnings show a gain of 132% before taxes and 79% after taxes.

Interstate strengthened its cake distribution in the eastern states with acquisition of the modern plant of The Kingston (Pa.) Bakery Co.

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The American Baker



Published Monthly for the
Bakers of America

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Putting the Cancer Scare in Proper Perspective

THE GRAND OLD PARTY can show no pride in one facet of its administration—that in the field of food additives. Not for a long time has the policy of opportunism been allowed to become an integral part of the power play which some people appear to think is a necessary corollary of politics.

Not for a long time, either, has an entire industry been allowed to become so befuddled with government regulation and counter-regulation, explanation and misexplanation as has the food industry in recent weeks. Nobody appears sure of what he has to do or does not have to do. It's a heck of a way to run a country.

Standing accused of letting the party down—because that's what it amounts to—is Arthur S. Flemming, secretary of health, education and welfare.

The Food and Drug Administration has always been a well run organization. Under the direction of its commissioner, George P. Lerrick, it has gained the respect of all who come within its purview and of the people whom it has a duty to protect. But the grabbing of the spotlight by the politically-minded secretary has pushed the commissioner into the background. Mr. Flemming's methods leave much to be desired, politically and morally.

No member of the food industry wishes to see any diminution in the work of FDA. On the contrary, the more alert it is, the better will be the case the food industry can make for the purity of its products.

Panic reactions to any substance or compound which under laboratory conditions may be made to induce cancerous growth can lead to conclusions both foolish and ridiculous. Mention "cancer" to most people and they shudder . . . and tell them that something they eat, drink or contact in any way may cause the dread disease, then they immediately demand that "something be done about it."

The chance for the political opportunist is readymade. He has a plank in his platform which appeals to people . . . frightened people. And it puts meritorious officials like Mr. Lerrick in the position of having to express an opinion that burlap and cotton bags and their concomitant parts, such as labels and printing, are not food additives.

The Textile Bag Manufacturers Assn. was compelled to obtain such an opinion and publish it in order to protect the position of its members. It is to be commended for pursuing the point. It would never have arisen if Mr. Flemming was not intent on headline hunting.

Just how far fetched are some of the cancer fears was brought out in recent testimony presented before a congressional committee by Dr. Thomas P. Carney of Eli Lilly & Co. who said that foods such as milk, eggs, sugar, tea and cocoa have been made to cause cancer under special circumstances in laboratory animals. The obvious question is, should we stop drinking milk and eating eggs and partaking of other nutritious foods simply because they contain, in extremely minute quantities, chemicals that might be harmful to man?

Dr. Carney said that if everything that has

been made to cause cancer in laboratory animals were eliminated from use, life would be virtually impossible. He noted that not only foods, but sunlight and clothing fabrics can be made to cause cancer under laboratory conditions. Such an observation from a competent scientist carries a ring of authority and should serve to underline the far-reaching effects of the so-called "cancer clause" or Delaney amendment to the Food and Drug Act.

The inflexible provisions of the Delaney amendment prevent the use of many substances which are safe and highly beneficial to mankind. Not the least of these considerations is the possibility of stifling the development of new agricultural products to improve agricultural production.

We fear, and believe we have reason to fear, that Mr. Flemming may turn his rapacity to bread grains, and the chemicals which are a necessary part of the production and storage thereof.

Appropriate to this thought, and carrying the matter a little further, are some observations made in a recent speech by Robert Z. Rollins, chief of the California Bureau of Chemistry. Discussing state and federal registration of herbicides, Mr. Rollins outlined some of the obvious hazards accompanying the use of weed control chemicals, but he emphasized that such calculated risks are based on actual knowledge of the chemical's toxic properties with nothing left to guesswork.

In the case of herbicides with a zero tolerance, he said "it makes quite a difference in how small a trace is considered. During the past few years, there have been demands for greater and greater sensitivity of analytical methods and for assurances that push the frontier of zero residue lower and lower."

Mr. Rollins asserted: "We are demanding more information about these chemicals than we have about the foods and feeds themselves." He says that we know more about the pharmacology of aminotriazole, DDT, parathion and many of the modern pesticides than we do about most of the common foods that we have eaten for centuries.

It is more than possible that some common foods would not pass the microscopic scrutiny of safety which modern pesticides must meet.

Rightly, but in the wrong way, Mr. Flemming has focused public attention on the chemicals which people think are in or on food. In the mind of the average citizen, "chemicals" may be most anything, with those bearing strange sounding names being the most feared.

Many people who prior to the current ruckus had not given much thought to such matters are now becoming alarmed at the possibilities of "unknown" elements in the food they eat. Some otherwise calm and intelligent people are being caught in the upsurge of general panic and need to be tranquilized by the presentation of facts concerning the true situation.

How should this be done? The machinery of FDA's public information department should be used to assuage the public concern. FDA didn't start it. But FDA should finish it.

ASBE Announces Speakers, Topics for Annual Meeting

CHICAGO—The second day of the 36th annual meeting of the American Society of Bakery Engineers will be Tuesday, March 8, at the Edgewater Beach Hotel, Chicago. Erwin O. Rohrbach, program chairman, Standard Brands, Inc., New York, and his assistants, James M. Doty, Doty Laboratories, North Kansas City, and Harry D. Gradner, Union Steel Products Co., Albion, Mich., have announced that the session chairman for the morning session will be Zenas Block, DCA Food Industries, Inc., New York. (The program for the opening day of the annual meeting, March 7, appeared in the February Baker, page 35.)

Clayton C. Daley, Drake Bakeries, Inc., New York, N.Y., first vice president, will call the meeting to order and introduce Mr. Block.

First to appear will be Dr. Louis Sair, Griffith Laboratories, Chicago, who will talk on "Protein Supplementation of Baked Foods."

John Thomson, bakery consultant, London, England, will discuss "Excessive Bake Out Loss," a problem with which all bakers must contend. Mr. Thomson's study will show how it is possible to reduce the bake out loss, thereby increasing product palatability and shelf life.

Frank Haile, Frank Haile & Associates, Dallas, Texas, will talk on "Bulk Handling of Ingredients." Advantages and disadvantages encountered in production when using flour, shortening, and liquid sweeteners in bulk form will be discussed.

Douglas L. McIntyre, Wareham, Mass., chairman of the ASBE membership committee, will review briefly his committee's activities.

The final paper on the Tuesday morning session will be "Establishing and Maintaining an Effective Sanitation Program" by Archer E. Armstrong, A. E. Armstrong & Associates, Florissant, Mo. Preventive sanitation, as well as suggested methods for maintaining an up-to-date sanitation program, will be covered in this paper.

All of these men are recognized authorities in their fields. Although the program speakers will be bringing to the platform many years of practical experience on their subjects, the usual lively discussion following each of these currently interesting subjects is expected.

At noon on Tuesday Canadian members of the society will hold their customary group luncheon.

Tuesday Afternoon

The program chairman for Tuesday afternoon, March 8, session will be Lloyd L. Fisher, Crown-Zellerbach Corp., Western Wax Division, San Leandro, Cal.

William U. Funk, U.S. Industrial Chemicals Co., New York, will talk on "New Developments and Uses of Polyethylene." This paper will be a current report on polyethylene for wrapping baked foods, including the advantages and disadvantages of polyethylene.

Edward Van Poolen, W. E. Long Co., Chicago, will speak on "Expediency in Handling Baked Foods on the Shipping Dock." This will be a discussion covering methods of handling baked foods on the loading dock for all types of operations.

A discussion period will follow each of these presentations.

Freeman Morgan, Jr., the Kroger Co., Cincinnati, will describe "The Importance of the Production Man on the Management Team." This will cover the importance of up-grading production personnel from foreman to top management, including a program to obtain this goal.

Walter N. Clissold, Baking Industry, Washington, will conduct the "Interview of Visitors and Other Countries." This feature serves to acquaint members personally with members of the society from other lands, as well as giving some insight into baking methods in other parts of the world.

The final presentation of the day, "Wrapping and Packaging Equipment to Handle New Packaging Materials," will be a thorough discussion and comparison of various machines and attachments to handle new wrapping materials. Kenneth R. Rand, Quality Bakers of America Cooperative, Inc., New York, will present this subject.

Baked Foods Display

The baked foods display takes place Tuesday, late afternoon and evening. William L. Grewe, Chicago, and his co-chairman, Henri H. Dutz, Chicago, with their hard working committee, will devote all day to setting up by type of product nearly 3,000 samples of baked foods collected from all sections of the country by society members and about 30 cooperating allied firms. The display will open immediately after adjournment of the afternoon session. Admission will be by badge only. The display will remain open continuously until 10:30 p.m. At 9:30 p.m. mem-

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Need for Skilled Production Personnel Stressed by Minnesota ATBI Speaker

MINNEAPOLIS—Victor E. Marx, secretary of the American Society of Bakery Engineers, Chicago, addressed members of the Minnesota Allied Trades of the Baking Industry at their annual "Bosses Night" banquet here recently, on the subject of "Will There be Bakery Production Men in the Future?" Speaking directly and carefully, Mr. Marx reminded allied men that they and the baking industry face a three-fold problem when it comes to obtaining qualified production personnel.

"This is the problem," said Mr. Marx in summation: "We're not going to have enough men to do the job if we don't do something about it; our sources for obtaining trained personnel are limited; and we face the difficult problem of 'how to find such personnel.'

In his opening remarks the ASBE officer reminded allied tradesmen that they—as much as the baking industry—need trained men. "When I think of the title of my address, 'Will There be Bakery Production Men in the Future?' I think 'Will there be allied men?'" he commented. He went on to express confidence that there will be allied men and bakery production men, then posed what he termed "the real question," "Will there be 'trained' men?"

"I am glad that the 'bosses' are here," said Mr. Marx, "because it is their job to find these qualified

bers will be permitted to sample the products displayed. Removal from the display room of any of the products displayed will not be permitted.

On Tuesday evening alumni of the American Institute of Baking will hold their annual dinner meeting in the Michigan Room.

Wednesday, March 9, the third day of the annual ASBE meeting will begin at 7 a.m. in the Polynesian Room. Fred L. Cobb, Green Bay, Wis., will produce another of his famous "Early Bird Breakfast" shows. The "Pineapple of Politeness" will have a fast-moving show of professional performers, paced by Mr. Cobb, whose reputation as a master of ceremonies is well known.

Program Chairman Rohrbach and his assistants have arranged for two papers which will be of interest to bakers seeking more knowledge on how to properly proof and cool bread and rolls.

Chairman for the Wednesday morning session will be Thomas F. Keegan, Arnold Bakers, Inc., Port Chester, N.Y., who will be introduced by Lewis P. MacAdams, Food Industries Co., Dallas, Texas, second vice president.

"Bread and Roll Proofing," will be the first subject, handled by Robert G. Sutherlin, Read Standard Division, Capitol Products Corp., York, Pa. Methods and controls necessary to obtain maximum efficiency in bread and roll proofing will be explained.

"Bread and Roll Cooling" will be the subject of H. Ray Garble, Union Steel Products Co., Albion, Mich. The use of proper controls and methods in cooling bread and rolls in order to retain the maximum "freshness" will be explained.

Formulation

Vaughn W. Ball, General Mills, Inc., San Francisco, will talk on "Formulation and Production of Variety Breads." New, popular variety

SNOWBOUND TRAVELERS EAT FRESH BAKED FOODS

BUFFALO, N.Y.—About 400 motorists stuck in snowdrifts near Rochester had fresh baked foods to eat—courtesy of Loblaw, Inc. W. J. Eldridge, superintendent of transportation for the food chain here, explained that two tractor-trailer loads of bread, doughnuts, cakes and cookies bogged down on Rt. 33 near Bergen, a Rochester suburb. The trucks run every day from Loblaw's bakery in Buffalo to the company's Rochester stores. "The trucks bogged down early in the morning and had not moved by late afternoon," Mr. Eldridge explained. "The drivers told us there were at least 400 persons sitting in their cars there without anything to eat. The baked foods were not going to do much good by that time. So we told the drivers to see that those hungry people were fed." Mr. Eldridge said a small diner was able to provide coffee. Some of the motorists had not had anything to eat in 24 hours.

bread will be discussed, including formulation and production suggestions.

There will be time allotted for discussion immediately following each presentation.

At noon on Wednesday, the American Association of Cereal Chemists will hold its annual luncheon for members present at the meeting.

The chairman of the Wednesday afternoon, March 9, session will be Frank R. Schwain, Procter & Gamble Co., Cincinnati.

"Production of Sweet Yeast and Rolled-In Doughs" will be the subject presented by Charles Blumm, Colonial Baking Co., Grand Rapids, Mich. Production pointers will be offered, also techniques to apply to improving production methods.

"Latest Ideas For Coffee Cake and Sweet Roll Varieties, Fillings and Toppings" is the subject of William Ogilvy, the Pillsbury Co., Minneapolis. A variety of shapes, fillings and toppings that can be used as business builders will be discussed.

John H. Guill, Jr., chief, Chicago district, Food and Drug Administration, will interpret the "1958 Additives for Amendment As It Applies to Baked Foods." This is a timely topic since this amendment goes into effect March 6, 1960.

The session will close with "New and Useful Gadgets" presented by William M. Schieb, American Institute of Baking, Chicago. This talk will demonstrate by slides many useful devices designed by production people to simplify everyday production problems.

On Wednesday evening at 8 p.m. there will be the ever-popular bull session presided over by Don F. Copell, W. E. Long Co., Chicago. The program participants of the first three days have been invited to be present to answer questions from the floor relating to their subjects. Those members attending the meeting for the first time are specially urged to attend this session.

Thursday, March 10

Session chairman for the morning of March 10 will be George S. Roberts, Anderson Clayton & Co., Foods Division, Dallas, Texas, who will present the speakers.

First to appear will be George K. Minor, Colorado Milling & Elevator (Turn to ASBE, page 46)



Victor E. Marx

Potomac States' Speakers Key Talks To Theme: 'Changes and Challenges'

BALTIMORE — Charles J. Schupp, Schupp's Bakery, Washington, was elected president of the Potomac States Bakers Assn. during the 44th annual convention held here which featured key industry speakers who covered topics ranging from changes and challenges in baking through panel discussions and the value of "stepped-up" customer service.

Mr. Schupp succeeds as president John J. Lee, Sta-Kleen Bakery, Inc., Lynchburg, Va.

Other officers elected were: Henry C. Steinle, Steinle's, Inc., Richmond; Thomas S. Herbert, Atlas Baking Co., Richmond; Charles A. Spelsberg, Sanitary Baking Co., Clarksburg, W. Va.; John P. Hauswald, Hauswald's Bakery, Baltimore, and John Harper, Jr., Southern Bakeries Co., Washington, all vice presidents; Anton Hagel, Hagel's Bakery, Baltimore, treasurer; Edwin C. Muhly, Baltimore, secretary, and P. August Grill, Baltimore, counsel.

Directors elected were: Kenneth A. Rice, Crisfield, Md.; John L. Fenwick, Baltimore; C. Edmund Russell, Baltimore; Curry C. Hall, Jr., Portsmouth, Va.; Lewis J. Ort, Cumberland, Md., and S. H. Raynor, Salisbury, Md. Joseph J. Karl and John T. Bossert, both of Baltimore, were named as allied representatives.

Featured speakers included J. Milward Tawes, governor of Maryland; George Chussler, executive vice president of the Associated Retail Bakers of America; R. Newton Laughlin, president, Continental Baking Co., and first vice president, the American Bakers Assn.; and Miss Myrtle Hovell, customer service department, Fleischmann Division of Standard Brands, Inc.

Governor Speaks

Gov. Tawes took the Potomac States convention theme, "Changes and Challenges," for his subject. "This theme is most appropriate," said the governor, "for in no other era of history has mankind witnessed so many changes and faced so many challenges. Change is all about us, and regardless of occupation, we must move fast if we expect to keep abreast of the times. As businessmen, you know that your business will stagnate and eventually collapse if it does not change with the times.

Huber Baking Denies FTC Allegations Of Price Fixing

WASHINGTON — The Huber Baking Co. of Wilmington, Del., has denied Federal Trade Commission allegations of unlawfully charging competing customers different prices, declaring that its challenged discounts were a good faith meeting of competition.

Huber admits that it has occasionally made sales to stores of certain grocery chains at 5% less than the price charged other customers, "some of whom may compete with said chain stores." However, it denies the allegation in FTC's complaint of last Oct. 27 that these price differentials may result in a substantial lessening of competition or tendency toward monopoly.

The same thing is true of your government."

Gov. Tawes then gave a review of the challenges and problems facing the state of Maryland when he took office approximately one year previous. He went on to elaborate on the goals set up and the efforts being made to achieve them, particularly in the fields of collecting economic data on the one hand and servicing industry's inquiries on the other.

Age of Change

Mr. Chussler, too, used "the age of change" to accent his address, pointing out that we are currently in "an age of constant change which most certainly results in challenges."

"As far as our industry is concerned, it is the firm belief of many that the bakers who are constantly on the alert for changes, who recognize them and then unreservedly accept them as challenge, will continue their operations successfully," said Mr. Chussler. He decried the ease with which it is possible—in baking and other industries—to become complacent, and advised of the necessity for "guarding against the failure to recognize change."

Mr. Chussler reviewed changes which have taken place in the baking industry, from horse-drawn wagons when the retail segment dominated, to the "window bakeries" after World War I and the changes brought about by "sprucing up" of bakeshops by employing good sales promotion and selling tactics.

He discussed the change in eating habits resulting from accelerated advertising, merchandising and selling programs for foods other than baked foods—referring to this phase as "one of the most important to affect retail bakers."

"This brings us to a problem of

General Mills Names Divisional Assistant

MINNEAPOLIS — W. R. Humphrey, who has served as personnel manager for the flour division of General Mills, Inc., since March, 1959, has been named divisional sales assistant to W. A. Lohman, Jr., vice president and director of flour sales, effective March 1. The appointment was announced by Don A. Stevens, vice president and flour division general manager.

great concern to innumerable single unit retail bakery operators," said Mr. Chussler. "At one time theirs was a top location on a busy street in a metropolitan area or on Main Street in a town or small city. The installation of shopping centers has brought about a change for these operators.

"They face a challenge, and with sales volume slipping, it will not be too long before they will be obliged to cut an efficient sales and production staff. One of the contributing reasons for deterioration of the present location has been the lack of adequate parking facilities. Other merchants have the same problem and would be willing to cooperate for the creation of parking space, but there is no space.

"Providing such space has been the salvation for quite a few ARBA members and for other merchants operating in the same area. But what is to be done when there is no space seems a paramount problem. And it is encouraging to note that the progressive retail bakers are recognizing it with firm intentions to do something about it before it is entirely too late," said Mr. Chussler.

In closing, Mr. Chussler advised those in attendance that "it is best at all times to be realistic about changes that occur and the problems we are called upon to face—then with clear thinking and keen determina-



Ray Thelen

MORE RESPONSIBILITY — Ray Thelen, technical director of the Pillsbury Co.'s bakery mix division, has assumed additional responsibility for sales. The assignment was made to permit maximum utilization of Mr. Thelen's 27 years of experience in bakery production. Mr. Thelen's sales accountability will enable Pillsbury to more effectively serve the growing segment of the baking industry which is placing increased reliance on technical knowledge of baking mixes as a guide to its purchasing.

tion follow the plans decided upon as best."

Mr. Laughlin, in his address, covered the subject of "High Distribution Costs," terming this area of baking as one of the more serious problems confronting the industry.

He opened by complimenting bakers generally for doing a good basic job, expressing the opinion that by and large bakers are turning out the best bread in the history of baking. Then he warned against complacency, advising of "danger signals on the horizon" which may call for reappraisal of the industry, particularly its distribution methods and techniques.

Some "warning signals" were listed by Mr. Laughlin along with suggested remedies.

- Selling costs have been steadily rising, with distribution costs nullifying 10% to 12% decline in door-to-door costs brought about by increased automation and lower ingredient costs.

- The cost spread between advertised brands and private label bread has increased alarmingly, with chains and supermarkets cutting back on advertised brands as they find it possible to show a better profit picture with private label bread.

- Route averages should be examined, on the premise that financial health improves in direct ratio to route average increases.

- At the same time, bakeries should examine their operations to avoid over-routing.

- Bakeries should exercise more control over stale and be more careful of varieties offered.

For more drastic action, Mr. Laughlin suggested attacking distribution costs through basic alterations of union contracts, all involving cooperation of the unions. He suggested the possibility of figuring salesmen's commissions on a unit basis

(Turn to POTOMAC, page 46)



EASTER PROMOTION — A colorful new cake box for Easter Bunny cakes is being offered exclusively by General Mills, Inc., in connection with its Easter holiday promotion. Attractively striped in purple and white, the box features a bunny-shaped cutout to display the cake inside. In addition, General Mills is supplying bakers with the materials needed to make and merchandise Easter Bunny cakes in an Easter holiday merchandising kit. Included are large, pink bunny ears, small yellow ears, Easter Bunny cake posters, and an instruction sheet detailing how to make the cake. Details on the promotion are available from GMI representatives or by contacting the bakery sales service, 9200 Wayzata Blvd., Minneapolis 26, Minn.

Tri-State Convention Elects Its Officers, Hears Chairman of ABA Cite Industry Problems, Solutions

NEW ORLEANS — Approximately 260 bakers, allied tradesmen, their wives and guests combined fun and constructive demonstrations in the art of better baking during the recent 26th annual convention of the Tri-State Bakers Assn. held at the Monteleone Hotel here. The association also reaffirmed its faith in Tri-State officers by calling back for another term several of its pioneer members and officials.

One of the highlights of the convention was an address by Louis Caster, chairman of the board of the American Bakers Assn., who cited some of the problems existing in the baking industry, then offered some suggestions for solution.

Featured in the new streamlined arrangements were two luncheon business sessions, with the number of speakers reduced to a minimum.

Emphasis was on more extended time for group gatherings among bakers and allied tradesmen, and discussions of problems through individual contacts. The two former forenoon program periods were taken up by demonstrations of cake decorating artistry by Emil Hilbert, Chicago. Retailers from three states attended each of these two live showings of actual icing work by Mr. Hilbert.

The Tri-State association called back to office several of its pioneer and veteran officers. Carl Goldenberg, Holsum Bakeries, Inc., New Orleans, past president, was elected president. J. Roy Smith, Smith's Bakery, Inc., Mobile, Ala., was chosen vice president for Alabama; Past President Frem Boustany, Huval Baking Co., Lafayette, La., vice president for Louisiana, and Charles Koestler, Koestler's Bakery, Vicksburg, Miss., vice president for Mississippi. Robert N. Morton, who was general convention chairman and former vice president for Mississippi, was chosen chairman of the board. He is an officer of Colonial Baking Co., Jackson, Miss. Sidney Baudier, Jr., The Dough Boy, New Orleans, was reelected secretary-treasurer.

Registration

At the registration which opened Sunday afternoon, Georges Dennery of Chas. Dennery, Inc., was chairman

emeritus, and Henry Folse of the same firm, active chairman, assisted by Maurice Brooks of Standard Brands, Inc., New Orleans. Luncheon ticket chairman was Thomas Donelon, who was assisted by Frank Russell, Armand J. Scully and George Weill.

The group enjoyed the traditional cocktail party and reception in honor of the Tri-State officers under the chairmanship of Maurice Brooks.

Activities opened with Mr. Hilbert's demonstration of cake decorating and the practical method of making a wide variety of decorating motifs in white and colored icings. Forty-one retail bakeries from Alabama, Louisiana and Mississippi were represented, some of them by several owners or workers. Mr. Hilbert was presented through courtesy of Durkee Famous Foods, and John E. Koerner & Co., of New Orleans, its local representative.

Retail Program

Chairman of the retailers' program was Andreas F. Reising, Sunrise Bakery, Inc., New Orleans. On the first morning he introduced Richard T. Parris, The Pastry Shop, West Monroe, La., president of the Tri-State Retail Division, who addressed the assembly briefly on the benefits of cooperation and association effort.

Preceding the noon luncheon business session, ladies and all delegates assembled in the ballroom, where Mrs. Christy J. Smith introduced Miss Audrey Stark, director of Star Modeling and Self-Improvement School. Miss Stark, with her assistants and the help of one of the ladies of the audience, demonstrated proper methods of make-up.

At the noon luncheon, Moore Guchereau, Huval Baking Co., Lafayette, La., served as chairman. Louis Koerner, John E. Koerner & Co., New Orleans, was in charge of luncheon room arrangements.

Convention Chairman Morton welcomed the delegates and visitors, and explained the streamlined change in the format of the convention program.

Featured speaker was Dr. William H. Alexander of the First Christian Church, Oklahoma City, Okla., whose



Some of the officers elected at the Tri-State Bakers Assn. convention held in New Orleans are shown, from left to right: Frem Boustany, Huval Baking Co., Lafayette, La., vice president for Louisiana; Carl Goldenberg, Holsum Bakeries, Inc., New Orleans, president, and Robert Morton, Colonial Baking Co., Jackson, Miss., chairman of the board.

topic was "You Are the Answer." Each individual, he stressed, must be part of the answer to the problems of the perilous age in which we live, and not merely part of the problems. He urged a positive, wholesome attitude towards life, towards one's employees and towards one's industry. "Make yourself fit to live with, and fit to know. Make the world around you fit to live in. Politically, take a positive attitude in the world in a religious sense. Politics won't get better unless good people get into it and clean it up."

Frank J. LaNasa, Standard Brands Inc., New Orleans, president of the Tri-State Allied Assn., tendered an invitation to all to attend the organization's sports party, buffet supper and dance at the Lakewood Country Club.

Entertainment included a golf tournament, under the chairmanship of Mr. LaNasa, assisted by Mr. Brooks, along with other activities. Entertainment features included a horseshoe pitching contest, directed by Martin Heiderich and Arthur A. Sauve, both of Sauve Bakers Supply Co.; refreshments at the bar, with Christy J. Smith of The Wesson Oil & Snowdrift Sales Co., and LeRoy Blount, Anheuser-Busch, Inc., in charge; a buffet supper, with arrangements directed by Mr. LaNasa and Milton J. Meyer, Allstate Supply

Co., Inc., and food arrangements by Harry S. Redmon, P. L. Thompson & Co., and H. L. O'Bannan, Bakers' Service, Inc. Music and dancing followed.

Allieds Elect

The allied group held its annual meeting during the afternoon, and elected Mr. Smith as president, Mr. Redmon, vice-president, and Mr. Blount, secretary-treasurer. Mr. LaNasa becomes chairman of the executive committee. Other members of the executive committee include Mr. Heiderich, Mr. Weill, Louis Koerner, and John Collins, Standard Paper Supplies; John F. Fagan, Allstate Supply Co., Inc., and Armand J. Scully, American Colonial Molasses Co.—all of New Orleans.

Mr. Morton served as session chairman for one noon business luncheon. Mr. Blount was in charge of room arrangements. Featured speaker was Louis Caster, chairman of the board of the American Bakers Assn. Mr. Caster evaluated what associations can do for the industry. He referred to the business man as shortsighted if he fails to support industry associations, because they do what the individual cannot do alone.

He then cited the work of ABA, pointing out the work of the industrial relations committee, and that of

(Turn to **TRI-STATE BAKERS**, page 47)



It was the time to "just relax and take it easy" during the Tri-State Bakers Assn. convention in New Orleans when these pictures were taken. In the photo at the left are, left to right, J. N. Brown, Nashville, Tenn., and LeRoy Blount, New Orleans, both of Anheuser-Busch Inc., and Joe Smith, Meyer Baking Co., Hope, Ark. Mr. Blount was chairman in charge of arrangements for the second luncheon business session held in connection with the Tri-State convention. Center photo, left to right: Bob Curry, Morten Milling Co., Alex-

andria, La.; Fred Pollman, Pollman's Bake Shop, Mobile, Ala., and Joe C. Taylor, Chapman & Smith Co., Inc., New Orleans. Mr. Pollman was reelected vice president of the retail division of the Tri-State association at the annual convention. In the photo at the right are left to right: Tom Williams, Hercules Powder Co., Memphis, Tenn., and Frank Turberville, the Pillsbury Co., Atlanta, Ga. The convention was held at the Monteleone Hotel in New Orleans.



J. C. Clamp

J. C. Clamp Named As GMI Director Of Development

MINNEAPOLIS—J. C. Clamp has been named director of commercial development for General Mills, Inc., C. H. Bell, president, has announced. In his new position, Mr. Clamp will assume responsibility for coordinating General Mills' plans for further growth and commercial development. He will report to Gen. E. W. Rawlings, financial vice president.

Mr. Clamp joined General Mills in August, 1958, as assistant director of the commercial development activity. Previous to 1958, he had accumulated five years of experience in business organization studies and planning when he was personnel manager for six divisions of Armour & Co. He was once a regional director for the U.S. Wage Stabilization Board, serving for two years in Kansas City and Dallas.

Mr. Clamp graduated from Duke University and Massachusetts Institute of Technology. He interrupted work on an advanced degree at the latter institution for a three-year tour of duty with the U.S. Air Force in World War II. He taught economics, labor, and personnel courses at Duke University and Florida State University prior to his government employment.

The new director of commercial development is a member of the Industrial Relations Research Assn., American Economic Assn., Business History Conference, Federal Reserve Bank Business Economists' Group, Chemists' Club (New York), MIT Club (Chicago), and the Citizens League.

BREAD IS THE STAFF OF LIFE

Buchan Baking Announces Changes

SEATTLE—Ian Buchan has been transferred by the Buchan Baking Co. from Bellingham plant manager to the post of Seattle sales manager and Phillip Bennett promoted to a new assignment as Seattle plant manager, announced George B. Buchan, president of the pioneer Puget Sound bakery organization.

Previously, Mr. Bennett had served as Seattle sales manager.

The Buchan Baking Co. serves the Puget Sound market from baking plants located in Seattle, Bellingham and Tacoma.

Interstate Buys Cobb's Bakeries of Green Bay

KANSAS CITY—Interstate Bakeries Corp., which operates 30 bakery product plants throughout the country, will expand its markets in Wisconsin and Michigan with the acquisition of Cobb's Sunlit Bakeries, Inc. of Green Bay, Wis., it was announced in Kansas City.

The purchase included a modern two-story plant with 55,000 sq. ft. space and the latest type of bulk flour handling, mixing and baking equipment.

John R. Dow, president of Interstate, said the acquisition of the Green Bay plant, which has had a strong record of earnings throughout its 30-year history would complement Interstate's operations in Chicago, Milwaukee and Grand Rapids. With a full variety of bread products except cake, Cobb's is the largest exclusively wholesale bakery in its territory, which covers northeast Wisconsin and upper Michigan.

The sellers, Harry B. Conlon, president and treasurer, and Lewis J. Janquart, vice president and secretary, will continue in the active management, Mr. Conlon as plant manager and Mr. Janquart as office manager. No change in the plant's personnel, which numbers approximate-

ly 100 persons, is contemplated, Mr. Dow said.

"Cobb's has built a good reputation in its 30 years of successful operation," said Mr. Dow, "and we feel it will be a fine addition to our growing family of cake and bread plants over the country."

In Green Bay, Mr. Conlon has long been active in civic affairs having served as president of the Association of Commerce; as lieutenant governor of the Kiwanis Club in northeast Wisconsin, and currently as a member of the lay advisory board of Marquette University, Milwaukee. He is a director of the Kellogg Citizens National Bank of Green Bay.

BREAD IS THE STAFF OF LIFE

Bakery Strikes End at Winnipeg

WINNIPEG—Bakery strikes here have ended. Forty inside bakery workers with General Bakeries, Ltd., ended their three-week-old strike as they reached agreement on a contract that carries through to Dec. 31, 1961.

Under the contract signed with General Bakeries, workers will receive two 7¢ per hour increases—one effective Jan. 3 this year and the other on Jan. 1, 1961. The company will introduce its own pension plan—the full cost of which will be paid by the company. After 10 years of service, workers will receive three weeks vacation and there will be a guaranteed 38-hour work week.



K. W. Wakershauser

K. W. Wakershauser Advanced to New Editorial Post

MINNEAPOLIS—Kenneth W. Wakershauser has been named managing editor of The Northwestern Miller, parent publication of The American Baker, Milton B. Kihlstrom, president of The Miller Publishing Co., announced.

For the past year and a half Mr. Wakershauser served as news editor of The Baker and for two years as market editor for the international grain and milling business paper. George E. Swarbreck continues as editor of both publications.

Prior to joining The Miller Publishing Co. in 1956, Mr. Wakershauser was city editor of the Hennepin County Review at Hopkins, Minn., and previous to that he was employed by the Fairmont (Minn.) Daily Sentinel.

Mr. Wakershauser is a graduate of the University of Minnesota school of journalism and is presently helping with publicity activities of the Minnesota Bakers Assn. and the Minnesota Allied Trades of the Baking Industry.

BREAD IS THE STAFF OF LIFE

Safeway Net Profit, Sales at Record Levels in 1959

OAKLAND, CAL.—Safeway Stores' 1959 net profit and sales reached new highs, the food chain has reported in a preliminary, unaudited statement. Earnings applicable to common stock were \$2.80 a share, which compares with \$2.63 for the preceding year.

Safeway's net profit, after provision for all income taxes, amounted to \$35,701,190 for the 53-week fiscal year ended Jan. 2, 1960 compared with \$33,406,485 for the 52 weeks of 1958, an increase of 6.9%. Provision for 1959 income taxes was \$40,810,000 compared with \$36,468,000 in 1958.

After taxes and preferred dividends of \$1,129,611, Safeway's earnings applicable to common stock amounted to \$34,571,579—or \$2.80 a share, based on an average of 12,332,858 shares outstanding during the year. During 1959, Safeway's dividend rate was increased to \$1.40 a common share, and cash dividends per share paid during the year were \$1.25 compared with \$1.10 paid during 1958.



WINNER'S SHARE—J. Ross Myers, second from right, president of J. Ross Myers and Son, Inc., Baltimore, accepts a check for \$1,250 after his company won the top prize in the Pillsbury Co.'s \$10,000 bakery mix jobber sweepstakes. Ken Kooker, Pillsbury's Philadelphia district manager, presented the award. Charles M. Cavey, who won \$400 as Myers' top individual salesman during the contest, stands next to Mr. Kooker. William Stepp, Pillsbury salesman who serves the Myers account, is shown at right.

1960

BREAD PRODUCTION
IS SMOOTH WITH

KANSAS DIAMOND FLOURS



MILLED for the
MODERN LOAF

You will always find Kansas Diamond Flours just right for the modern loaf . . . uniform, adaptable, dependable and guaranteed to give top performance. That's why we are able to serve so many of the country's most progressive bakers.

DELIVERED for the
MODERN BAKER

Efficiency in today's bakeries demands bulk handling of flour. We are set up to ship bulk by truck or rail from our Arkansas City and Chattanooga mills or from our bulk reloading station at Memphis. For fast, reliable service, call today.

Millers of Fine Bakery Flours

BAKERY SALES HEADQUARTERS

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TELEPHONE—LUTHER 4-2133

MILLS LOCATED AT

◆ ARKANSAS CITY, KANSAS
◆ CHATTANOOGA, TENNESSEE

Milling Capacity—
18,000 Cts. Daily

DIXIE-PORTLAND FLOUR MILLS INC., MEMPHIS

DO YOU KNOW . . . ?



Here's your chance to test your knowledge on a variety of subjects concerned with the baking industry. There are no encyclopedias for the bright boys, nor dunce caps either. When you have ticked off your answers, marking each statement TRUE or FALSE, turn to page 50 for a check against the correct statements. Each correct answer counts five points. A score of 70 is passing, 80 good, 90 very good.

1. Some processors instead of using 3% cornstarch in powdered sugar will use 1% tricalcium phosphate in order to prevent lumping or caking.

2. Bread should be cooled for three hours or more before it is sliced or wrapped.

3. A cool oven will cause a heavy skin to blow up on the top of sponge cake sheets during baking.

4. A cocoa marked "Breakfast Cocoa" according to government specifications should contain at least 22% cocoa fat.

5. Invert syrup contains levulose and dextrose. Levulose is figured as being 17% sweet and dextrose about 75% when compared to sugar (sucrose) which is rated at 100%.

6. When a bread dough is somewhat overmixed, using the sponge dough process, it should be taken to the divider at once in order to obtain the best results.

7. Toasted rusks contain a greater number of calories per pound than plain white bread.

8. The richness of the dough has no effect on the finished products when making a refrigerated sweet dough.

9. Storing yeast at a temperature of 0° F. is more harmful to it than when it is stored at 95° F.

10. Ammonia used in French doughnuts has a tendency to darken the frying fat.

11. The main difference between Russian rye bread and American rye bread is that the former has a greater percentage of rye flour in it.

12. Sponge cake formulas usually call for bread flour because it will

produce a better cake than when a soft wheat flour is used.

13. Cream puffs and eclairs should be baked at about 425-430° F.

14. Flour made from newly harvested wheat requires more mixing than flour milled from the same wheat 8 or 10 months later when making bread doughs.

15. When baking ginger snaps, steam is used in the oven in order to eliminate excessive baking loss.

16. The smoke point of emulsifying type shortening is higher than that of the regular hydrogenated shortenings.

17. The use of egg whites in making hard rolls will improve them.

18. Devil's food and molasses cakes should be somewhat on the alkaline side, as the crumb color is improved.

19. The average loaf of white bread will contain about 32% moisture, 12 hr. after it is baked.

20. It is not practical for a small baker making 600 to 800 loaves of white bread to run sponge doughs.

BREAD IS THE STAFF OF LIFE

Dunwoody Baking Students and Staff Tour GMI Plant

MINNEAPOLIS—Recently the students and staff of the Dunwoody baking department of Dunwoody Industrial Institute spent the day with General Mills, Minneapolis. Dr. Paul E. Ramstad, technical director, central laboratory, welcomed the group to the products control building.

The students were divided into groups and made a tour through all the different departments. After the tour W. P. Kuske and D. A. Wernecke of products control explained the different baked products that were on display that were made from the prepared mixes.

Rolls and coffee were served before going into the conference room where F. C. Buzzelle, manager, products control, flour division, discussed the purpose and work done in the products department. E. V. Hetherington, assistant manager, products control, explained the purpose and results of the annual wheat survey held by General Mills. E. A. Kjera, supervisor, baking activities, discussed test baking and flour quality control. W. C. Shuey of physical testing and experimental milling explained a flow sheet on the milling process. C. F. Hould of products control, showed a series of slides of varying quantity of ingredients in cookie production.

A luncheon was served at the General Mills cafeteria. After the luncheon the students gathered in the auditorium and W. A. Lohman, Jr., vice president and director of sales, flour division, welcomed the students to the headquarters office and talked on the opportunities for young men in the baking industry. H. E. Hale, manager, bakery sales service department, discussed the different promotion and merchandising materials developed by General Mills for the baker.



JA, I'M GOING—This cutie may or may not make it to the Associated Retail Bakers of America convention in Milwaukee May 22-25. But in any event, she is doing her part. This is one of the series of promotional photographs released by ARBA to remind bakers across the country of the 1960 convention.

Standard Brands Net Income Up 8% in 1959

NEW YORK—Consolidated net income of Standard Brands, Inc., for the year 1959 amounted to \$15,862,100, an increase of 8% over 1958, Joel S. Mitchell, president, announced. This was equivalent, after preferred dividend requirements, to \$2.30 a share on 6,577,394 average outstanding shares of common stock. Net income for 1958 was \$14,690,214, or \$2.13 a share on 6,545,103 average outstanding shares (adjusted for two-for-one stock split in 1959).

Net sales reached a new high of \$521,758,239, compared with \$519,747,132 in 1958. The percentage increase in physical volume of products sold was substantially greater than the increase in dollar sales, the latter being restricted by lower selling prices in important product lines, such as coffee, margarine and frozen eggs.

Capital expenditures totaled \$9,695,510 in 1959, about \$1,100,000 above 1958 expenditures. Working capital increased by \$3,714,863 to \$103,823,829.

Sales of the nonconsolidated foreign subsidiaries, stated in U.S. dollars, were \$27,689,286, and their combined income from operations was \$1,706,946. Sales and income for 1958 were \$27,225,015 and \$1,021,733, respectively. Dividends received from such subsidiaries amounted to \$514,374 during 1959, compared to \$510,141 during 1958.

BREAD IS THE STAFF OF LIFE

LODGES INJUNCTION

LIMA, OHIO—Alfred Nickels Bakery, Inc., Navarre, Ohio, has lodged an injunction action against the Holsum Bakery, Inc., Fort Wayne, Ind., and Frank Baker Bread Co., Lima. The Navarre firm claims the Lima firm was infringing upon its Northwestern Ohio territory. It also claimed exclusive right to the name "Holsum" in the area.



LENTEN PROMOTION—Pictured are the two promotion pieces the Fleischmann Division of Standard Brands, Inc., is offering to bakers to stimulate the sale of Hot Cross Buns during the March 2-April 16 Lenten season. The full color 11x17 in. counter card, at left, can be used as an eye-catching center for story displays of Hot Cross Buns and the attractive purple and white lapel badge, at the right, is a constantly effective customer reminder piece when worn by store or home service sales personnel.



THE NEW YORK STOCK EXCHANGE
Quotations on baking, milling and allied stocks listed on the New York Stock Exchange:

	1959-60	1960	1960
	Feb. 19,	Feb. 26,	Feb. 26,
	High	Low	Close
Allied Mills, Inc.	44 1/2	34 3/4	36 1/2
Am. Bakers Co.	50 1/2	42 1/2	41 1/4
Borden	44 1/2	41 1/4	42 1/2
Conf. Baking Co.	55 1/2	43 1/2	44 1/2
Corn Pr. Ref. Co.	59 1/2	48 1/2	49 1/2
Crown Zellerbach Corp.	60 1/2	46 1/2	48 1/2
Dow Chemical	100 1/2	74 1/4	88 1/2
Gen. Baking Co.	14 1/4	11	11 1/2
Pfd. \$8	153	138	140
Gen. Foods Corp.	107 1/2	74 1/4	104
Gen. Mills, Inc.	37 1/2	26 1/2	27 1/2
Pfd. 5%	11 1/2	10 1/4	10 1/4
Merck & Co.	91 1/2	67	78 1/2
Monsanto Ch. Co.	56 1/2	38 1/2	44 1/2
Nati. Biscuit Co.	54 1/2	49 1/2	53
Pfd. \$7	144 1/2	142	147
Pfizer, Chas.	43 1/2	27 1/2	28 1/2
Pillsbury Co.	49 1/2	34	35 1/2
Procter & Gamble	92 1/2	73 1/2	87 1/2
Pfd. \$6	140	124 1/2	129
St. Regis Paper Co.	54 1/2	42 1/2	43 1/2
Std. Brands, Inc.	38 1/2	34 1/2	36
Sterling Drug	59 1/2	43	49
Sunshine Bisc., Inc.	106 1/2	86 1/2	88
Un. Bisc. of Am.	30 1/2	22 1/2	25 1/2
Ward Baking Co.	18 1/2	12 1/2	14
Pfd. \$5.50	94	83 1/2	87 1/2
West Virginia Pulp & Paper Co.	61	42	46 1/2
Pfd.	101	92 1/2	92 1/2
Stocks not traded:			
Cont. Baking Co., \$5.50 Pfd....	102	103	
Corn Prod. Ref. \$7 Pfd....	83	84 1/2	
Crown Zellerbach Corp., Pfd. \$4.20			86 1/2
Pfizer, Chas., Pfd.			98 1/2
Pillsbury Co., \$4 Pfd.			92 1/2
St. Regis Paper, \$4.40 Pfd.			89 1/2
Std. Brands, Inc., \$4.50 Pfd.			72 1/2
Un. Bisc. of Am., \$4.50 Pfd.			87

THE AMERICAN STOCK EXCHANGE
Quotations on baking, milling and allied stocks listed on the American Stock Exchange:

	1959-60	1960	1960
	Feb. 19,	Feb. 26,	Feb. 26,
	High	Low	Close
Burry Bisc. Corp.	10 1/4	6 1/4	7 1/2
Horn & Hardart of N. Y.	38 1/2	33 1/2	33 1/2
Stocks not traded:			
Horn & Hardart Corp. of New York, \$5 Pfd.	95 1/2	97	
Horn & Hardart Corp. of New York, \$8 Pfd.	121	122	
Wagner Baking Co.	3 1/2	3 1/2	
Wagner Baking Co., Pfd.	75	85	

	Feb.	Feb.	
	1959	1960	
	High	Low	Close
Canada Bread	5.50	3.70	3.75
Pfd. B	58	55	*54
Can. Bakeries	8 1/2	6	*5 1/2
Can. Food Prod.	5.00	2.60	3.50
A	9 1/2	5 1/2	8
Pfd.	62	41 1/2	50 1/2
Catelli Food, A	44	38	39
Cons. Bakeries	10 1/2	7 1/2	8 1/2
Dover Ind.	13	10 1/2	12 1/2
Pfd.	9 1/2	8 1/2	9
Gen. Bakeries	10.50	7.00	9.00
Ogilvie Flour	53 1/2	40	43
Pfd.	145	132	138
Weston, G., A	44 1/2	29	30
B	44 1/2	29 1/2	30
Pfd. 4 1/2%	95	81	82

*Less than board lot.

BREAD IS THE STAFF OF LIFE

WAGES CAUSE CLOSURE
DETROIT—High wage increase demands were claimed as the reason for the closing of the Wagner Baking Corp. operations here. A company spokesman said the 60-year-old firm, which employed 80 persons, was asked by Teamsters Local 51 and Bakery and Confectionery Workers Local 326 for an increase of more than \$5 a week per employee. Wesley Schmitt is general manager of the company.

IT PAYS TO BUY

American
Flours

NAVIGATOR

American Boy

AMERICAN ACE

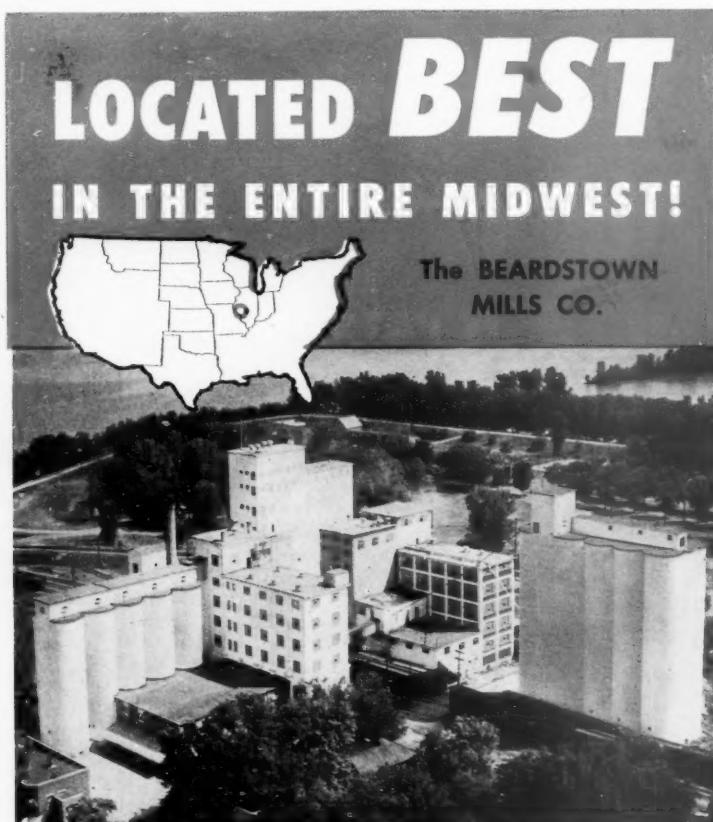
Nominations Invited For AOAC Award

WASHINGTON — J. B. Smith, president of the Association of Official Agricultural Chemists, has announced that nominations are now being accepted for the fourth AOAC Harvey W. Wiley Award for Achievement in Analytical Methods. This award of \$500 will be given to the scientist or group of scientists who have made outstanding contributions to the development of analytical methods for food products, among

other fields of general analytical chemistry. These are the fields of interest to the AOAC which are encompassed in its publication Official Methods of Analysis. This book is the primary laboratory manual of regulatory chemists and research workers in agriculture in the U.S. and throughout the world.

Nominations must be submitted to the secretary of the association by April 1, 1960. Nominees need not be members of the association. Further information about the award may be obtained from the secretary, William Horwitz, Box 540, Benjamin Franklin Station, Washington 4, D.C.

**LOCATED *BEST*
IN THE ENTIRE MIDWEST!**



The BEARDSTOWN MILLS CO.



Shipments from the Beardstown Mills to you are faster because they have fewer terminals — fewer congested gateways through which to pass. You benefit in savings of time and money!

LOCATED *BEST* FOR SPEEDY SHIPMENTS, TOO!



Located ideally to receive wheat from *all three* major wheat producing areas, The Beardstown Mills can select from districts producing the finest wheat suitable for milling the *very best flour*!

QUALITY CONTROL IS THE WATCHWORD

... throughout every step of the milling operation!

the Beardstown Mills Co.
BEARDSTOWN, ILLINOIS

Producers of Spring, Hard and Soft Wheat Flours since 1875

Harold K. Wilder Cited for Service To Food Marketing

RICHMOND, VA. — Harold K. Wilder, executive secretary of the Virginia Bakers Council, Inc., has been presented an award and citation for individual achievement in food marketing. The honor was bestowed by the Virginia Food Council, Inc. Miss Louise Bernard, director of Distributive Education, Virginia Department of Education, made the presentation.

The citation made to Mr. Wilder reads:

1959 INDIVIDUAL AWARD

This award is presented to Harold K. Wilder, executive secretary, Virginia Bakers Council, Inc., Richmond, Va., for his resourcefulness and untiring efforts to improve food marketing through the trade association he represents.

Through his initiative and foresight, he has assisted in guiding his members

toward a progressive, friendly and cooperative attitude toward Virginia's food industry.

He has inspired his membership to achieve many activities to further the cause of better understanding of marketing bakery products. He has done an outstanding job working with home economists, dieticians, professional men, and others in the interest of better nutrition. This has been accomplished through effective meetings, exhibits at conventions, as well as through direct mail, brochures, and other well-prepared material. He has worked closely with food retailers to encourage a better display of bakery foods and better control over stocks of baked foods in the stores. His monthly features in the "Virginia Foodsman" have done much to encourage food retailers to increase their volume of baked foods.

His loyalty to principles and determination as a dedicated and courageous spokesman for his industry has earmarked him as being one of the greatest and best proponents of understanding in his industry throughout the nation.

Mabel Todd, Secretary



CITATION—Presentation of an award and citation for "Individual Achievement in Food Marketing" was made to Harold K. Wilder, executive secretary, Virginia Bakers Council, Inc., by the Virginia Food Council, Inc. Making the presentation is Miss Louise Bernard, director of distributive education, Virginia Department of Education. The Virginia Food Council, Inc., is an organization of associations and groups engaged in food retailing from grocer to retailer, and includes practically every phase of activity which is a part of the growing, distribution, production, processing and retailing of food.

Centennial MILLS, INC.

1464 N. W. Front Avenue, Portland 8, Oregon

Cable address: Centennial Mills, Inc., Portland, Oregon

- Domestic and Export Millers.
- Experienced in all types of bulk delivery.
- New... complete quality control and baked products laboratory.
- Complete line of fine quality Bakers' Flours.
- Fancy Durum and Winter Wheat Granulars for macaroni industry.



Spokane Mill



Portland Crown Division

MILLS AT: PORTLAND, SPOKANE, MILTON-FREEWATER, WENATCHEE

NEBRASKA WHEAT

year after year...

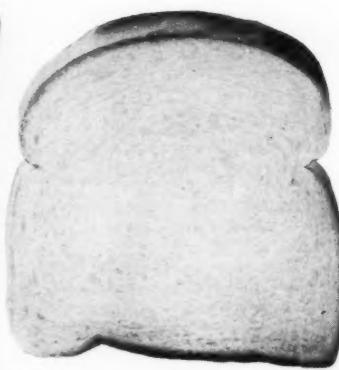
CONSISTENTLY SUPERIOR



...in the field



...in the mill



...in the loaf

Nebraskans GROW it. Millers and bakers KNOW it to have superior milling and baking qualities—qualities that STAND OUT, every step of the way from bin to bakery.

Of Nebraska's 1959 wheat acreage, 99.6% represented varieties which rate "GOOD TO EXCELLENT" in milling and baking characteristics. Strong gluten varieties constituted 62.2%, and mellow gluten varieties accounted for 37.4%.

Flour milled from Nebraska wheat gives better baking performance.

- ADEQUATE MIXING TIME AND TOLERANCE
- UNIFORMITY
- HIGH ABSORPTION

Three reasons why it will pay you to specify "NEBRASKA wheat" in your next order.



606 Trust Building Lincoln 8, Nebr.

Available for free showing on request:
"THE LAST WHEAT CROP"
New 27-min. full-color sound film.
Write:
Bureau of Audio Visual Instruction
University Extension Division
Lincoln 8, Nebraska

NEBRASKA GRAIN
IMPROVEMENT
ASSOCIATION
LINCOLN, NEBRASKA
Cooperating with the College of Agriculture

Pillsbury Devises Series of Tests To Study Transit Damage to Flour

MINNEAPOLIS—A boxcar loaded with 800 paper sacks of bakery flour and a delicate impact recorder pulled away from Pillsbury's Minneapolis mill recently, headed for a bakery in Pottsville, Pa.

When it arrived at its destination, the impact recorder indicated that the car had received eight severe jolts while in transit. Five of the im-

pacts occurred at five miles an hour; one "hump" was at seven miles an hour and the remaining two impacts were at eight miles an hour.

The force of these impacts was sufficient to shift the once tightly-packed flour sacks 50 in. from one end of the boxcar. Five sacks were broken in transit.

This information was gathered as



MOMENT OF IMPACT—Nine miles an hour doesn't sound very fast, but when a boxcar loaded with flour sacks is rammed at this speed, something has to give. In this case, it is the flour sacks. The boxcar may stop—but the flour sacks keep moving, buckle under the momentum and often break. Pillsbury people are trying to minimize this problem by testing how various carloading patterns react to railroad "humping." The tests were conducted at Pillsbury's Minneapolis mill, changing the loading patterns six times and varying the impact from three to nine miles an hour.

part of a unique series of tests devised by Jim Rognas of Pillsbury's milling production department and Charles Joyce of transportation.

The purpose of the tests was to determine the ability of various types of loading patterns to withstand normal and rough handling.

During one phase of the study seven boxcars, each loaded with 800 one-hundred pound bags of flour arranged in different patterns, were struck at three, six and nine miles an hour on a siding at the Minneapolis mill.

Motion and still pictures recorded shifting at the moment of impact. An internal inspection with exact measurements of how much the load shifted also provided data for later study.

Cars Shipped

The cars, with impact recorders still intact, were then shipped to var-

ious parts of the country.

Mr. Rognas saw the need for such testing after receiving a mass of conflicting theories from bakers on the proper way to load flour.

"When you consider that Pillsbury loads almost 200 cars of bakery or export flour each day, you can see that finding the best way to prepare these cars for shipment is a problem that must be solved," said Mr. Rognas.

"Even though the actual shipping is in the hands of the railroad, we certainly owe it to our customers to make sure that the flour leaves our mills with the greatest opportunity for safe arrival," he added.

Although a full evaluation of the tests has not yet been made, Mr. Rognas is already convinced they were productive and will lead to greater efficiencies in the future.



CHECK FOR DAMAGE—Jim Rognas, left, Pillsbury's assistant manager of flour production, and John O'Neill, one of the company's industrial engineers, examined the cars closely after impact. In addition, still and motion pictures were taken for further study.

FDA Publishes Food Additives Booklet to Answer Questions

WASHINGTON—A new Food and Drug Administration booklet entitled "What Consumers Should Know About Food Additives" has been published to answer questions people are asking about food additives and the new law, George P. Lerrick, commissioner, announced.

The booklet tells the story of how food additives were developed, why and how they are used in food production, why public health safeguards are necessary and how the new law works. It also gives factual information about many of the more important kinds of food additives and explains how the law controls two special classes of additives, pesticides and coal-tar colors.

"We should not lose sight of the fact that food additives are an integral part of the tremendous progress being made in modern food technology," Mr. Lerrick said, "and that they are being safely used for a host of purposes that are beneficial to the consuming public."

"Our whole system of food production, processing and distribution has undergone profound changes, and some of these are only partially or incorrectly understood by the public. For example, we now have food preservatives and many other additives that are entirely safe, and some of them are even necessary to health when used in proper amounts. Food

additives are being used to increase production, reduce cost, promote cleanliness, prevent spoilage, increase shelf life, and improve the quality, appearance, texture and nutritional value of our foods. All this, I think, needs to be explained to the public."

The booklet is for sale at 15¢ by the Superintendent of Documents, U.S. Government Printing Office, Washington 25, D.C.

BREAD IS THE STAFF OF LIFE

St. Regis Declares Stock Dividend

NEW YORK—Directors of St. Regis Paper Co. have declared a cash dividend of 35¢ a share on the common stock payable March 1, plus an extra dividend in stock of 2% payable April 1. Both disbursements are payable to holders of record Feb. 5. A similar stock dividend was declared a year ago.

The quarterly dividend of \$1.10 a share on the preferred stock was declared payable April 1 to holders of record March 4.

The company's net earnings in 1959 reached a new record of approximately \$28,600,000 compared with \$21,998,072 in 1958, according to a preliminary statement issued following a meeting of the directors. This new record exceeded the previous high point in earnings reached in 1956. Net in 1959 was equal to \$3 a share on the common, against \$2.41 in 1958. Consolidated net sales exceeded \$474,000,000 in 1959, compared with \$408,626,275 in 1958.

HIGHLIGHTS OF FLEISCHMANN'S SERVICES TO BAKERS: THEN AND NOW One of a Series

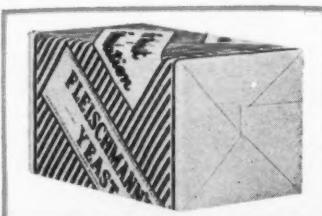
1929 . . . the *Caravan Classroom*
began its cross-country itinerary

The students were bakers. Their classroom, a rented store. The locale, Philadelphia. It was July 9, 1923, the opening of Fleischmann's famed *Traveling School for Bakers*.

Six years later Fleischmann ordered a fleet of custom-built trucks, and set out on an itinerary that was to cover the country. More than ten thousand bakers were graduated, having learned the art of bread, cake and sweet dough production, as well as the profitable use of advertising and merchandising. The "Caravan Classroom" proved, again, Fleischmann's interest in the baker.

Today, training continues to be a vital part of Fleischmann's service to bakers. We provide scholarships to attract young people to a baking career. We offer our customers both production and sales training.

Fleischmann's group training programs are focused on the particular needs of every category of bakery customer: wholesale, retail and home service. Bakers, and their personnel, are given production and sales ideas which they can put into practice for profit. Thus, Fleischmann supports both the individual baker and the baking industry.



Fleischmann's Yeast

MEASURE YOUR YEAST BY THE SERVICE YOU GET

Sixth Sanitation Seminar Scheduled For Louisiana in March

NEW ORLEANS—The sixth in a series of one-day sanitation seminars for food-processing plants, food-handling establishments, food warehouses and food container manufacturers, will be held at the Louisiana State Office Building here March 24 in cooperation with the State Board of Health.

The objective of the one-day sessions, according to the American Sanitation Institute, sponsor of the seminars, is to provide training for personnel or plant sanitarians in modern, preventive sanitation with emphasis on practical techniques in protection of food from contamination.

The first of the seminars was held in St. Louis, Mo., in May, 1955; the second in Cincinnati in December, 1955; the third at Northwestern University in Evanston, Ill., in April, 1956; the fourth at the University of Omaha, Omaha, in April, 1957, and the fifth in Chicago in association with the National Pickle Packers Assn., in April, 1959.

The seminars are non-commercial offerings as a means of education. They feature practical demonstrations of techniques or tools that are working successfully in food plants at the present. The correct way of applying residual insecticides is demonstrated. The proper selection of attachments for vacuum cleaners is discussed and the attachments are displayed. Movies and slide projections are used and the general tone of the clinics is practical demonstration rather than theory, the institute says.

Some of the topics to be covered at the seminar include: "Federal Food, Drug & Cosmetic Act as It Applies to the Food Processing Industry," "New Aspects of Fly Control—Their Resistance and Immunity," and "Planning and Organizing a Sanitation Program." Such films as "What Is an Insect?", "How Insects Work," and "Biology and Control of Cockroaches" will be shown.

BREAD IS THE STAFF OF LIFE

Standard Brands Conducts Luncheon For Baking Students

MINNEAPOLIS — The students and staff of the Dunwoody Baking School, Dunwoody Industrial Institute, Minneapolis, Minn., were the guests of Standard Brands, Inc., for a luncheon here recently.

Elmer Hoelscher, sales manager, Fleischmann Division, Minneapolis sales territory, welcomed the group and discussed the "Tested Management Techniques" a program which is being sponsored by his company. Objectives of this program are to produce more capable job instructors and to insure a more efficient working force for the employer.

Robert Borgstrom, district representative, showed colored slides on "How to Get Ready to Train" and "How to Train." The slides showed the different steps and techniques on the proper way to set up a training program and how to instruct an individual on a new job. A movie on "The Wrong Way and the Right Way to Train" was shown by Leslie Bongard, Fleischmann representative, Minneapolis sales territory.

Each student received a copy of "How to Train" for a guide and future reference.

American Bakeries Makes Annual Report

CHICAGO—Consolidated net earnings of the American Bakeries Co. for the year 1959 were \$5,356,927, equivalent to \$3.06 a share on common stock outstanding, reported L. A. Cushman, chairman of the board, and Daniel J. Uhrig, president.

This total compares with \$5,179,849 or \$2.98 a share in the preceding year, adjusted to the present basis of capitalization.

Dividends of \$2.425 a share of preferred stock were paid prior to its redemption. Dividends of \$2.40 a share of common stock were paid during the year.

Net sales for the year amounted to \$159,233,771 compared with \$152,114,177 in the preceding year.

The company's 4 1/2% cumulative convertible preferred stock was called for redemption on June 15, 1959 at \$110 plus accrued dividend, with conversion privileges extending to June 5. All of the preferred stock was con-

verted into common stock except 1,875 shares, which were redeemed for cash. On Dec. 1, promissory notes in the amount of \$2,032,500 were prepaid.

The company's capitalization now consists solely of 1,748,292 shares of common stock.

After the retirement of the preferred stock and the payment of all long term debt, the company's working capital position at the year end was \$18,367,616 compared with \$18,040,361 in 1958.

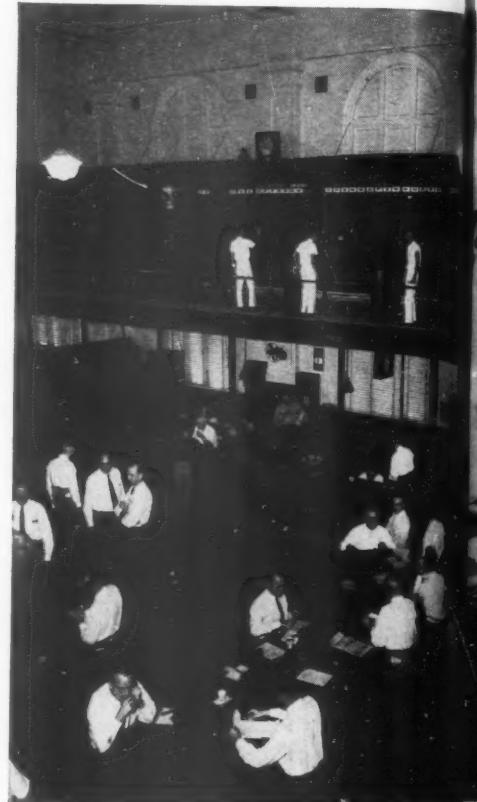
How Bill and Jim make Commander Larabee

"Better to Buy from"

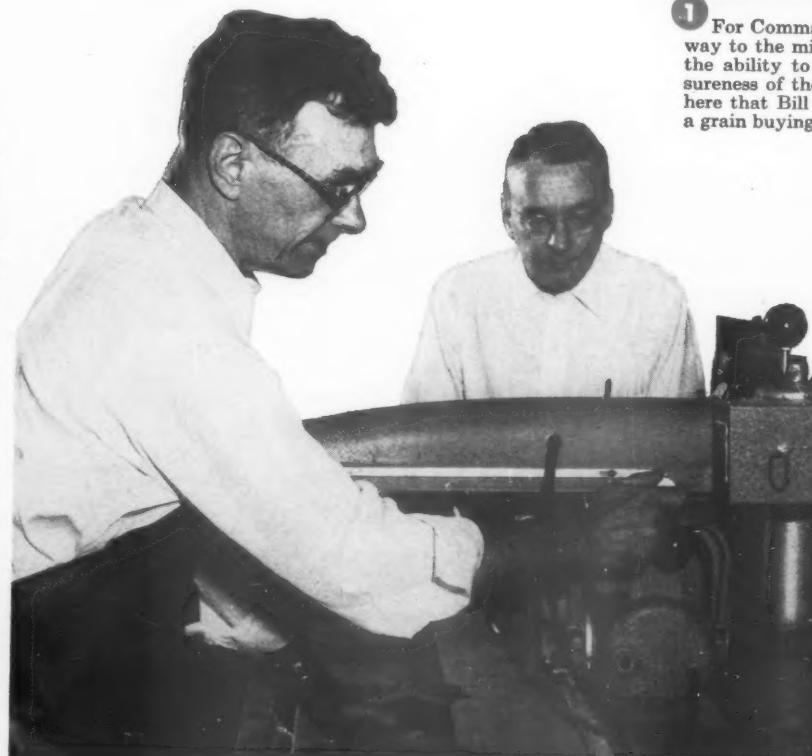
Building bread or fine furniture . . . you'll find no better craftsmen than Commander Larabee grain buyers Bill Sudduth or Jim Whitacre. It takes keen eyes and skillful judgment to select the right grains for building famous Commander Larabee bakery flours . . . and it takes the same attention to detail to reach perfection in the shop.

"We have no magic formula for buying grain," Jim says modestly, "We just strive hard, keeping alert to detect changes in quality."

Confirmed do-it-yourselfers before the word was coined, Bill and Jim have developed remarkably similar interests from different backgrounds. Bill, for example, "swept" his way into the grain business in our old Nokomis elevator. He knows milling inside and out. For Jim, on the other hand, the world of grain evolved in snow-white labs with their orderly hedgerows of test tubes and the watchwords "accuracy" and "quality". For years now, they've worked as a team . . . tackling each problem with diverse experience.



1 For Commander buyers, the "pit" is the "way to the mill." The premium is on training the ability to make decisions with an instinctive sureness of the kind of flour the baker wants. On the right, here that Bill and Jim really swing into action as a grain buying team.



Current assets at the close of the year totaled \$25,738,013 and current liabilities \$7,370,397. Included in current assets are cash and government securities in the amount of \$17,006,196 and inventories, priced at lower of cost or market, of \$4,819,657.

During the year the sum of \$3,153,988 was expended for capital improvements and additions.

Operations were charged \$6,099,421 for maintenance and repairs, and \$3,652,603 for depreciation and amortization. These charges were \$328,747 more than in the previous year.

California Board To Push Raisin Use

FRESNO, CAL.—A campaign to set a baking industry standard of at least 72 lb. of raisins for each 100 lb. of baked bread is being launched by the California Raisin Advisory Board.

Purpose of the campaign, to be waged through the bakery trade publications, is to increase the consumption of raisins by commercial bakeries.

Despite the lower prices of raisins, the bakery industry has been buying fewer raisins.

Initial target, to be financed by the first appropriation of \$80,000, is to boost raisin consumption by bakeries in 10 western cities.

Tied in with this program is a contest among bakeries, restricted to those who will conform to the board's standard of 72 lb. of raisins for every 100 lb. of bread.

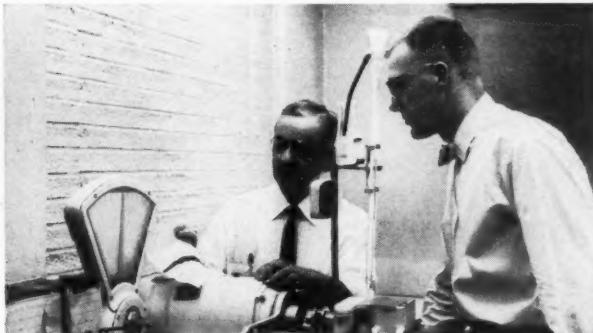
If the campaign clicks in the selected cities, it will be pushed on a national scale, the board announced.



"We feel it, smell it, and sometimes even taste the wheat," says Bill. Then Bill and Jim add their own subtle findings to the official examination reports. Only the soundest, cleanest wheats . . . from few select varieties, are chosen by Commander's talented buyers.

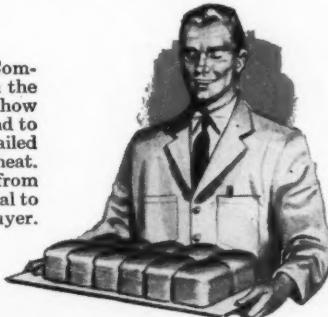


3 "As go the sun and rain, so grows the grain," is part of Jim's philosophy. He sweats out daily TWX reports from the producing areas like a baker planning the Wednesday golf game. Mental charts of every important change in weather in key areas will influence his future buying.



4 Bill spends extra time, extra work to check at our lab on the baking volume and gluten strength as well as protein and test weight. Such follow through on more than 22,000 samples a year contributes to superior buying judgment . . . provides the uncanny knack of buying wheat that will top the baker's individual requirements.

5 Night or day you'll find Commander Larabee men out in the bread shop to see first hand how the crop is performing . . . and to offer helpful advice from detailed knowledge of this season's wheat. Yes, knowing the wheat—from berry to baking . . . is essential to the Commander Larabee buyer.



Bakers by the hundreds agree that Commander Larabee quality and ultramatic blending make the work easier and profits bigger. The finished loaves are day-to-day assurance that Commander teams like Bill and Jim are tops . . . making you, the baker, and Commander Larabee both . . . better to buy from.



COMMANDER LARABEE



First in Bakery Flours!

A DIVISION OF ARCHER-DANIELS-MIDLAND - MINNEAPOLIS

DON'T BITE TOO HARD!

TORONTO—Bakery Foods Foundation of Canada sent "sandwiches" out to the press and the food industry to get their attention for news about "August is Sandwich Time." The "meat" between two slices of bread was a printed invitation to a planning meeting to decide on promotion for next August.

AACC Section, Bakery Unit Hold Session in Omaha

OMAHA—The Nebraska Section of the American Association of Cereal Chemists held a joint meeting with the Nebraska Bakery Production Club here at the Castle Hotel. The speakers were James Doty, Doty Laboratories, North Kansas City, and Avron Handelman, Monsanto Chemical Co., St. Louis.

Mr. Doty gave an illustrated talk about his recent visit with bakers and chemists in England, Germany, Portugal and Italy. He pointed out that at least 60% soft wheat is used and that the bakers and chemists have problems that are entirely different from those of the U.S. Generally speaking, tests of the gluten and a special baking test are of the most help to them.

Mr. Handelman spoke on "Contributions of Egg Yolk Components to Baked Products." He discussed the latest research on the chemical composition of some of the components in the yolk and then showed how these helped in the keeping of the volume and enrichment of baked products.

BREAD IS THE STAFF OF LIFE

Jewish Philanthropies Honor Arthur E. Levy

NEW YORK—With 200 leading members of the industry attending, the Bakers and Allied Trades division of the Federation of Jewish Philanthropies held its annual dinner recently at the Roosevelt Hotel and honored Arthur E. Levy, vice president of the Joe Lowe Corp., for his "leading efforts" on behalf of federation and other humanitarian efforts. Mr. Levy, who has headed the industry's campaigns for federation, was presented with a plaque by Richard Prince, chairman of the division, and head of Gottfried Baking Co.

Mr. Levy was also presented with a special award of the division's executive committee in the form of a gold "sovereign" watch. Saul H. Yeager, sales manager of National Yeast Corp., made this presentation to Mr. Levy.

Morris Messing, long-time division leader, a federation trustee, also officiated at the dinner.

Richard Fink, of the Fink Baking Corp., was co-chairman of the industry's campaign on behalf of the 116 hospitals and social service agencies of federation.

David Levitt, president of the DCA Food Industries, Inc., a former federation chairman of the industry, played a leading role in this year's campaign again.

Alfred Siegel, of Al Siegel Co., chairman of the industry's "Federation Executives Division" received special commendation at the dinner for his enlistment of younger members of the industry in the federation campaign.

Phoenix Bakery Offers 26 Varieties Of Bread Daily—and Volume Doubles

PHOENIX, ARIZ.—Not only creating a choice of 26 varieties of bread, but offering all 26 types every day of the year is a long-range experiment which has more than doubled volume in three years for the Creighton Home Bakery in Phoenix.

Carl Shropshire, a baker since 1921, has operated in California and many locations in Arizona; all experience which has taught him that "no matter how many promotions or devices are used, no matter how low the prices offered, there is nothing that will bring the customer back more often than an opportunity to serve a different kind of bread every day on the family dinner table."

Theory Started in 1955

He did not get an opportunity to put this merchandising theory to work until 1955, however, when, after remodeling and improving his bakery, he began to capitalize on the huge number of people moving into the Arizona desert city. With its population growing at the rate of 1,000 families a month, many settling in the northeast section of Phoenix in which the Creighton bakery is located, baker Shropshire felt it was time to test the drawing power of "a complete variety of bread every day."

The veteran Arizona baker planned his program carefully. First, he took into consideration the fact that Phoenix has a population largely made up of newcomers from every section of the country. Whenever possible, his

sales girls ask their customers over the counter whether they are from such distant points as New York, Chicago or Minneapolis, and what type of bread they were accustomed to buying in their original communities. From such questions, a list of some 50 types of bread was made up. Then Mr. Shropshire, his son, and the sales girls made a point of showing the list to as many people as possible, asking them to state individual preferences.

This sifting process resulted in a list of 26 breads, which include two types of wheat bread, pumpernickle, rye, two types of cinnamon bread, cheese bread, egg bread, honey-oatmeal, soy, sesame, poppy seed, "covered wagon," potato bread, Irish bread, three varieties of French bread, a white loaf made with condensed milk, date nut, Holland Dutch, oversized loaves, and "miniature" loaves.

All these varieties are produced every day in accordance with sales popularity, ranging from three or four loaves of soy bread, up to as many as sixty loaves of French bread. In between, various types are produced at 10 loaves, 15 loaves, 20 loaves, 30 loaves, and 45 loaves a day. Because there is a six-door reach-in shop freezer included in the equipment, Mr. Shropshire doesn't worry about over-production, (even though he guesses within two loaves on each variety most of the year).

All dough mixes, with top-quality ingredients throughout, are prepared early in the morning, and the same

care goes into baking each variety of bread.

This program has been built into its present high level of success because of Mr. Shropshire encouraging his bakery sales girls to acquaint their customers with the variations available; it has been over-the-counter selling, in combination with word of mouth, which has been responsible for steadily-increasing bread sales.

"The only device we have found necessary to use is an occasional premium offer, particularly during the slow seasons of the year, which include mid-summer and early fall," the Arizona baker said. "During these times, we offer customers their choice of any variety of bread with any \$1 purchase. It usually takes around 90 extra loaves a day to make the offer good."

A busy baker who always has "time to chat with his customers," Mr. Shropshire communicates much of his personal enthusiasm to his customers where bread is concerned. He has not hesitated to suggest, "Tell your friends about it," whenever a customer compliments him on one variety or another. Posters in the windows, of course, identify each type of bread on display every day, as well as posting the total list of 26.

Streamlining

As bread sales increased, production systems were streamlined to handle the heavier volume. Eventually it was necessary to install a new oven, and a new 60-quart mixer. This was followed by a new six-door reach-in refrigerator, and a 35% larger work table.

The record books show that volume nearly doubled over the space of two years, actually amounting to around 104% of sales during 1956. The 1959 volume was \$3,000 ahead of 1958, which Mr. Shropshire had figured would be his "banner year" due to the tremendous flood of new Phoenix residents who moved in that year.



SELLING—At the Creighton Home Bakery in Phoenix, Ariz., sales girls, such as this one, are encouraged by the owner, Carl Shropshire, to ask customers for their bread preferences. Here Mr. Shropshire's son explains to a new sales girl the manner in which to suggest bread varieties to a customer.

Using excellent packaging methods, Mr. Shropshire has found that his customers prefer their variety breads sliced and packaged in tightly-fitting polyethylene bags. By far his most effective display asset has been a bread rack, kept near the entry-way into the bakeshop, which shows most of the 26 varieties in separated groups, on various levels of the rack. For some reason, people who pay no attention to elaborate signs, or window displays, notice the obvious variations in the bread shown, and decide to try a variety.

Naturally, production on this basis involves a lot of additional labor, which Mr. Shropshire accepts with complacency. He is proud of the fact that his sales have grown constantly, in an area where two previous bakeries nearby were unsuccessful—and that many of his customers have continued to drive across town, after moving into new suburban housing tracts, to pick up three or four varieties of bread on the same purchase.

Chemical Reference

RAHWAY, N.J.—The forthcoming seventh edition of the Merck Index, chemical reference book, will be 400 pages larger than its predecessor and will contain several features, including a Russian alphabet. It is scheduled for publication in March.

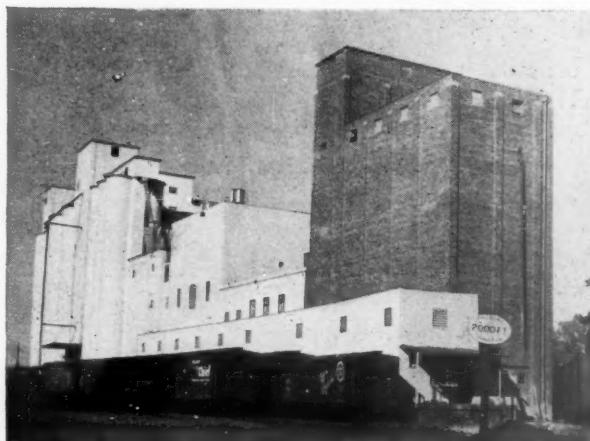
Michigan Soft Wheat Millers Since 1858
DOWAGIAC MILLING COMPANY
MANUFACTURERS OF FINEST MICHIGAN SOFT WHEAT PIE AND COOKIE FLOURS
DOWAGIAC, MICHIGAN
Phone: State 2-5588



Evans Milling Co., Inc.
INDIANAPOLIS, IND., U.S.A.
Manufacture Kiln-Dried
DEGERMINATED CORN PRODUCTS
Capacity, 16,000 Bushels

VETERAN BAKER—Carl Shropshire, a baker since 1921, has capitalized on emphasizing 26 varieties of bread at his Phoenix, Ariz., bakery, and has seen sales grow as a result. Mr. Shropshire began to capitalize on the influx of new people in 1955—and he has been busy catering to their preferences ever since.

To-Day's MODERN BULK FLOUR MILL

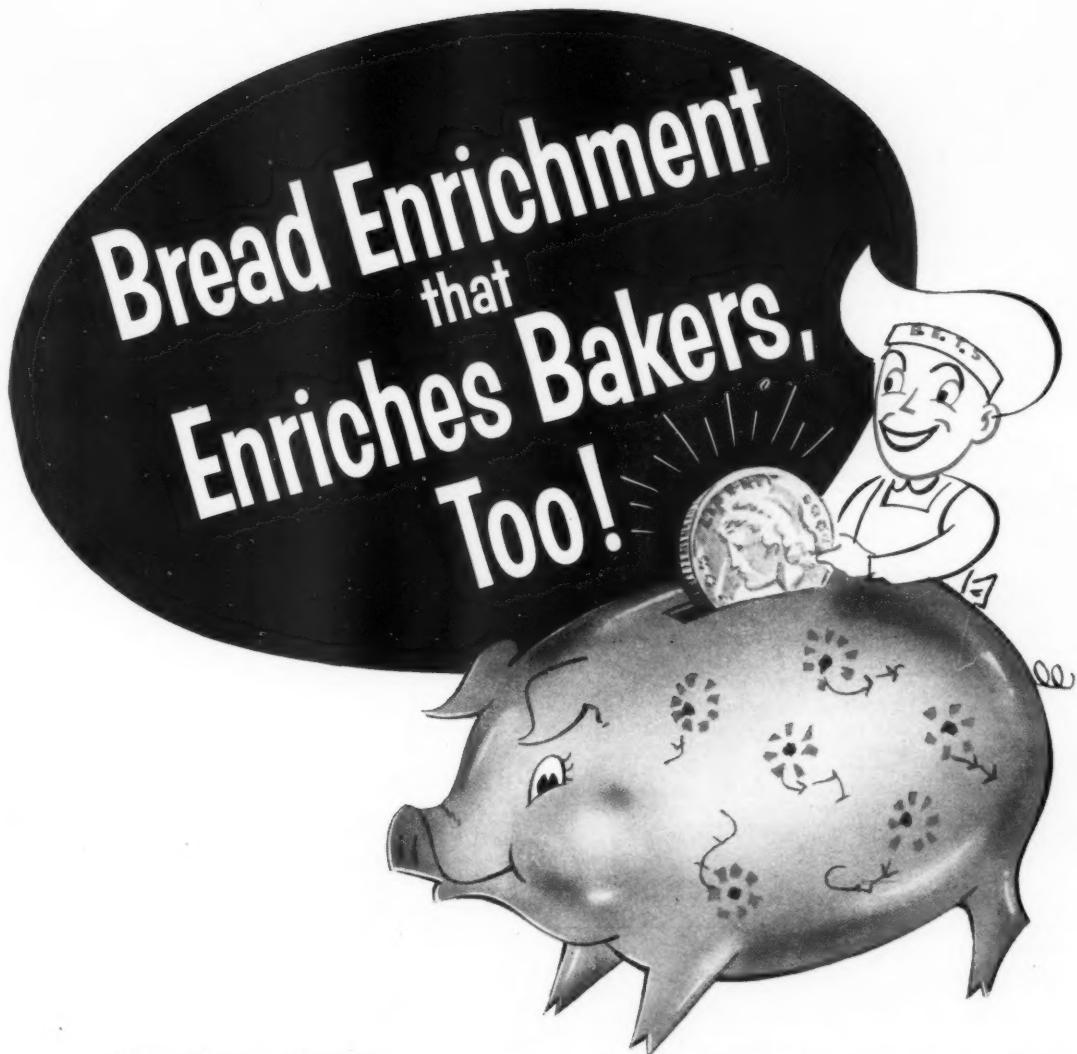


WESTERN STAR'S BULK FLOUR PLANT

THE PROCESS OF CONVERTING THE MILLING INDUSTRY FROM SACKED TO BULK REQUIRES MODERN BULK FLOUR STORAGE AND HANDLING FACILITIES TO REPLACE THE OLD SACKED STORAGE WAREHOUSES.

The WESTERN STAR MILL CO.
SALINA, KANSAS

Super Chief
High Protein Flour
GREEN'S MILLING CO.
Morris, Minn.



You Save Money . . . make more profit when you enrich your bread with B-E-T-S® Tablets by Sterwin Chemicals. For "B-E-T-S Bakers" get greater economy, accuracy and flexibility with this *original* bread enrichment tablet.

No matter what the formula . . . or mix . . . or ingredients used . . . no matter what the dough size, there's a B-E-T-S Tablet to meet every enrichment need. For B-E-T-S comes in the widest variety in the field . . . one type just right for you.

No special tablet or measuring needed . . . B-E-T-S "widest variety" choice efficiently en-

riches various size doughs whether in multiples of 25, 50 or 100 lbs. . . . lets you enrich *any* dough . . . without waste of time, labor or money.

And B-E-T-S give you more service-wise, too. For Sterwin Technically Trained Representatives, backed by the longest tablet enrichment experience in the field, are experts at improving existing enrichment routines or setting up new ones.

Don't delay . . . find out NOW about the Bread Enrichment That Enriches Bakers, Too . . . B-E-T-S Bread Enrichment. See your Sterwin Man . . . or write direct for dollar and cents data.

Sterwin Chemicals, Inc.
Subsidiary of Sterling Drug Inc.
1450 BROADWAY, NEW YORK 18, N. Y.



GOLDEN ANNIVERSARY CONVENTION—The accompanying photos show a few highlights from the recent golden anniversary convention of the Pennsylvania Bakers Assn. held at Harrisburg. In the picture at the left are newly elected officials of Pennsylvania Division No. 4, Allied Trades of the Baking Industry; they are, left to right: Vernon M. Bush, Standard Brands, Inc., Reading, secretary; Benn S. Hillegas, Anheuser-Busch, Inc., Camp Hill, president, and at the right, J. Kenneth Irish, Irish & Hagy, Upper Darby. In the center photo, left and right, are R. F. Dunkelberger, Bergman's Bakery,

Pennsylvania Allies Elect New Officers At Harrisburg

HARRISBURG, PA.—At its annual membership meeting, Pennsylvania Division No. 4, Allied Trades of the Baking Industry, elected Benn S. Hillegas, Anheuser-Busch, Inc., Camp Hill, as president to succeed Ernest E. Latsha, Ernest Latsha Food Co., Inc., Harrisburg. J. Kenneth Irish, Irish & Hagy, Upper Darby, was elected as an officer, and Vernon M. Bush, Standard Brands, Inc., Reading, as secretary-treasurer.

The chairman of the nominating committee, Joseph L. Carroll, the Pillsbury Co., Philadelphia, presented this slate, which was accepted by unanimous vote.

The three officers, along with Mr. Latsha, L. M. Cleland, Wesson Oil and Snowdrift Sales Co., Philadelphia, and J. Kenneth Kooker, the Pillsbury Co., Philadelphia, will serve as the executive committee during 1960.

The meeting was held on the occasion of the golden anniversary convention of the Pennsylvania Bakers Assn. at the Penn Harris Hotel. Other business before the membership concerned consideration of continuation of the policy of assisting the baking industry of Pennsylvania in its various activities. The minutes of the previous meeting and the treasurer's report were approved.

The membership directed the newly elected president to make the presentation of a special gavel to the Pennsylvania Bakers Assn. This gav-

el was made from the mahogany desk of the founder of Pennsylvania Bakers Assn., Bernard Schmidt. The cake, designed and decorated by Mr. Hilbert, bears a portrait in colored icing of Bernard Schmidt, Capital Bakers, Inc., Harrisburg, founder and first president of the association. On the other side of the cake is a portrait of Governor David L. Lawrence of Pennsylvania. In the photo at the right are, left to right, Albert S. Schmidt, Capital Bakers, Inc., Harrisburg, chairman; Miss Martha Brunner, the national "Little Miss Muffin," preparing to cut the golden anniversary cake at the banquet, and retiring Pres. Dunkelberger.

el was made from the mahogany desk of the founder of Pennsylvania Bakers Assn., Bernard Schmidt.

The membership also briefly discussed the program for the annual assembly sponsored by the organization, to be held at the Abraham Lincoln Hotel in Reading on April 5.

—BREAD IS THE STAFF OF LIFE—

Cooperative Plans Regional Meetings On Baking Problems

TEANECK, N.J.—John E. Lange, general manager, announces that the American Bakers Cooperative, Inc., will hold annual regional meetings in Chicago—March 11-12 at the Conrad Hilton Hotel and in New York—March 23-24 at the St. Moritz Hotel.

The subjects to be discussed will be on the management level. However, sales managers, production superintendents and other key personnel are welcome to attend these sessions.

"It is felt that these regional meetings afford a wonderful opportunity to discuss many of the paramount problems that face bakery managers today. Previous meetings have proved interesting, instructive, and beneficial to everyone in attendance," said Mr. Lange.

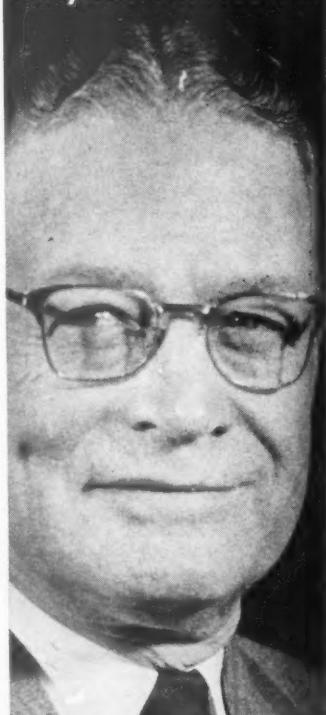
Member plants of ABC throughout the U.S. and Canada will be in attendance at these meetings.

Mr. Lange, general manager, will preside, assisted by Edward Mack on production, John McCarthy on accounting, George O'Rourke on purchasing and George Stoeber on merchandising.

Gus C. Krause Dies

NEW YORK—Gus C. Krause, for many years a well known figure in the flour distributing industry, particularly among the bakery trade in the eastern area, died here recently.

At your service ...



Don E. Rogers, manager of The Miller Publishing Company office in Chicago, has more than thirty years of experience in agricultural marketing . . . as a journalist, USDA advisor and representative of The Miller Publishing Company.

When you're looking for information about the grain or feed markets, call Don at Harrison 7-0515 or drop him a note at 2832 Board of Trade Bldg., Chicago 4.

THE MILLER PUBLISHING CO.
Business Journalists Since 1873

Flour buyers know...



the North Dakota Mill and Elevator is located right in the heart of the wheat country, thus assuring you of 100% Northern Hard Spring Wheat Flour!

NORTH DAKOTA MILL and ELEVATOR
GRAND FORKS, NORTH DAKOTA



Dependable Spring Wheat Flour

**CORNER STONE ★ OLD GLORY
CHIEFTAIN ★ GOODHUE**

Bulk or Sack Loading

LA GRANGE MILLS
RED WING, MINNESOTA



AT HARRISBURG CONVENTION—In the photo at the left, a group of past presidents of the Pennsylvania Bakers Assn. was brought together and honored at the golden anniversary winter convention in Harrisburg. Seated, left to right, are Louis J. Baker (1920), McKees Rocks; Robert R. Schofer (1933), Reading; R. E. Weaver (1934-35), Philadelphia; R. H. Levy (1939), Kingston; Karl E. Baur (1940), Pittsburgh; Louis J. Dutt (1942-43), Pittsburgh; R. F. Dunkelberger (1959), Millvale. Standing, left to right: William E. Maier (1943-44), Reading; Albert S. Schmidt, Sr. (1946), Harrisburg; John R. Dwyer (1947), Erie; Paul M. Baker (1949), McKees Rocks; D. A. Robinson (1954), Harrisburg; J. W. Williamson (1955), Pittsburgh; Ralph



M. Chantler (1957), Butler; William L. Manz (1958), Philadelphia; Harold F. Fiedler, Chicago, and Harold E. Snyder, Chicago, past secretaries of the association. Panel members in the open forum and discussion period during the convention were, left to right: Harold E. Snyder, Baking Industry, Chicago; Charles E. Riley, Bes-Tex Foods, Chicago; Paul M. Baker, Jenny Lee Bakery, McKees Rocks; R. E. Klee, Esq., Morgan, Lewis & Bockius, Philadelphia; moderator, J. Bernard Schmidt, Capital Bakers, Inc., Harrisburg; Harold Berkin, Bakers Weekly, New York; J. Russell King, Gunzenhauser Bakery, Inc., Lancaster, and Delmar K. Myers, director of foods and chemistry, Harrisburg.

John J. Hopper Elected President Of Bakers Club

NEW YORK—John J. Hopper, Wagner Baking Corp., recently was elected president of the Bakers Club, Inc., for 1960. George N. Graf, Quality Bakers of America Cooperative, Inc., was elected first vice president; Frank Daniels, Lockwood Mfg. Co., second vice president; Claude E. Bascombe, Standard Brands, Inc., treasurer. Edmund A. Borza is secretary.

Elected to the board of directors for three years were Mr. Bascombe, Mr. Daniels, Mr. Graf, and the following: F. D. Fernandez, Gnome Bakers, Inc.; A. G. Hackett, Drake Bakeries, Inc.; F. J. Hale, National Yeast Corp.; M. R. Haney, Anheuser-Busch, Inc., and A. J. Levy, Joe Lowe Corp.

Elected to the board for a two-year term was W. D. Turner, McLanahan, Merritt & Ingraham. Elected for one-year term was R. Fink, Fink Baking Corp.

Named for three-year terms on the membership committee were: J. A. Breitenbach, Bakers Weekly; W. H.

Welker, Swift & Co., and W. J. Stockman, Standard Milling Co. Named to a two-year term on the membership committee was J. H. Mapes, National Glaco Chemical Corp.

The annual luncheon meeting of the Bakers Club was held recently in the Moderne Room, Hotel Belmont Plaza. Attendance numbered 100.

The meeting was opened with the singing of the first verse of America.

Mr. Hopper presided as chairman of the meeting and Mr. Borza as secretary.

In the absence of A. C. Ebinger, Ebinger Baking Co., chairman of the entertainment committee, F. X. Ragan, Standard Brands, Inc., reported on this committee.

P. S. Lord, Standard Brands, Inc., chairman of the golf committee, reported on the activities for 1959 and stated that he hoped attendance at the 1960 meetings would exceed any other year.

J. A. Adamsen, chairman of the speakers' committee, reported and called attention to the next luncheon-meeting, which will be held on Thursday, March 24, in the Moderne Room, Hotel Belmont Plaza at 12:30 p.m. The guest speaker will be Lee S. Bickmore, executive vice president, National Biscuit Co. Mr. Bickmore's subject will be "The Price of Leadership."

Mr. Breitenbach reported on the library committee.

F. A. Lyon, vice chairman of the audit and finance committee, submitted the report of this group.

C. W. Webster, Bakers Review, chairman of the membership committee, made his annual report.

A special table was set up for members of the "25 Year Club" and a beautifully decorated cake, especially made for this occasion, adorned this table. J. Paul Bryant, Standard Brands, Inc., was welcomed into the club, which now numbers 43 members.

BREAD IS THE STAFF OF LIFE

New 'Food Festival'

DENVER—"Food Festival," a combination institutional, trade and consumer show will be held at the Denver City Auditorium May 21-24. The show will occupy more than 70,000 sq. ft. in the arena and exposition hall.

Miner - Hillard Milling Co.

WILKES-BARRE, PA.

Manufacturers of
CORN FLOUR - CORN MEAL
CORN SPECIALTIES

Moore - Lowry Flour Mills, Inc.

Kansas City, Mo.

PRECISION-MILLED FLOURS

Quality Millers Since 1879

BUFFALO FLOUR

THE WILLIS NORTON
COMPANY

WICHITA, KANSAS

BREAD IS THE STAFF OF LIFE

LINDSEY-ROBINSON & CO., Inc.

ROANOKE, VA.

Quality Soft Wheat Flours
for 75 Years

Appointment Made

NEW YORK—St. Regis Paper Co. announces the appointment of John Todd as sales service manager in the Los Angeles district of its bag division. Mr. Todd succeeds G. E. Dickinson, who has been transferred to the St. Regis kraft division at Tacoma, Wash.

Warren M. Gannon, sales manager of the western area of the bag division, has moved from the company's sales office in Los Angeles, to 235 Montgomery St., Room 1450, San Francisco 4, Cal.

DAVID HARUM

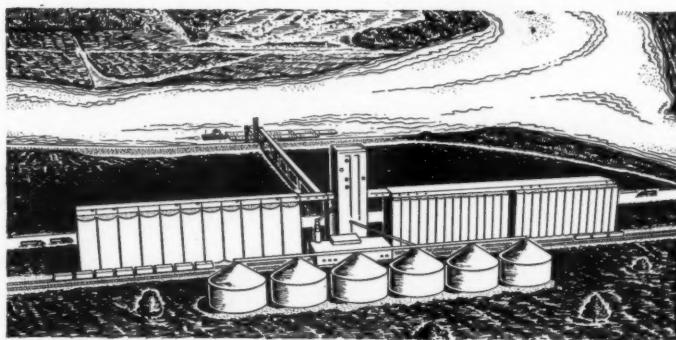
"Regular" Bakers Flour

"THE WINTER
WITH THE SPRING"

Milled in the Heart of
Nebraska's Wheat Country

LEXINGTON MILL & ELEVATOR COMPANY

Lexington, Nebraska



RIVER-RAIL ELEVATOR AT KANSAS CITY

Elevators in Kansas, Nebraska, Missouri, Colorado, South Dakota, Iowa and Oklahoma

Bartlett
and Company

Board of Trade Bldg.

KANSAS CITY, MO.

OFFICES ALSO:

SIOUX CITY, IOWA

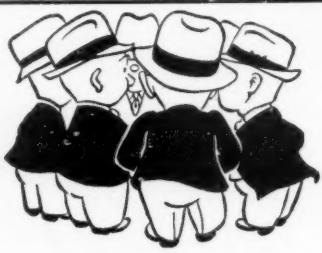
OMAHA, NEBRASKA

ST. JOSEPH, MO.

ST. LOUIS, MO.

GRAIN
MERCHANTS
SINCE 1907

Baltimore 1-1212



TRADE PULSE

• The Merckens Chocolate Company Division of Consolidated Foods Corp., has named **G. Norman Bruce** as pres-

ident and general manager. **August Merckens**, formerly president, has been named chairman of the board.

Mr. Bruce's long background in the baking and confectionery industries includes many years with the Durkee Famous Foods Division of the Glidden Co. He is a graduate of the University of Minnesota and a member of the Institute of Food Technology and the American Society of Bakery Engineers, among others. Announcement of the appointment was made jointly by Mr. Merckens and **S. M. Kennedy**, president of Consolidated Foods.

• Hilker & Bletsch Co., Chicago, has announced that **L. A. LaVine** has taken over the Illinois territory for

HUNTER'S
FLYER

**Serving
Bakers
Exclusively**

It takes a particularly good flour to raise any loaf above the run of the market these days. But HUNTER'S CREAM is the kind of flour that, properly used, can accomplish that objective. We can safely guarantee it because we take extra care and bear extra cost to be assured of the finest wheat from each crop.

IT PAYS TO BUY FROM HUNTER

**Daily Capacity
6,000 Cwts....**

The
**HUNTER
MILLING CO.
WELLINGTON, KANSAS**

**Grain Storage
4,000,000 Bu.**

its operations and for Lester Lawrence & Son. He will be responsible for sales and services, making his home in Bloomington, Ill.

• At Phoenix, Ariz., **William Singer** has been named president of Major Bake Shops, Inc., which he recently purchased.

• **Robert D. Hillmann** has been appointed western district sales manager for film, it was announced by **George R. Johnson**, director of sales and marketing for the film operations of the Packaging Division of Olin Mathieson Chemical Corp. The appointment was effective March 1. He will be located in San Francisco. Previously, Mr.

R. D. Hillmann Hillmann was assistant district manager, mid-western district office, Chicago, and before that, senior salesman, film operations, in the New York-New England area. For 14 years prior to joining Olin in 1953, Mr. Hillmann was a salesman for Dennison Manufacturing Co., New York City. He is a graduate of New York University and received a B.S. degree in marketing in 1951.

• Manor Baking Co., Kansas City, has appointed **Clifford G. Poindexter** as city sales manager. Mr. Poindexter has been with the company since 1942. Since 1957 he has been head of a newly created national sales division as special sales manager.

• The election of **J. M. Richard Corbet**, a director of General Bakeries, Ltd., Toronto, as a director of Pacific Western Airlines was announced at a recent board meeting of the latter firm.

• Five new vice presidents of Nashua Corp. were elected at a meeting of the board of directors, at Nashua, N.H. They are: **Winthrop L. Carter, Jr.**; **William E. Conway**, manufacturing; **Robert C. Dale**, research and development; **William H. Foster**, marketing, and **Ross G. Smith, Jr.** personnel.

• The vice president of Pollock Paper Co., **James V. Melton**, was reelected president and board chairman of the Waxed Paper Merchandising Council, Inc., for 1960 at the council's recent annual meeting held at the Drake Hotel, Chicago, Ill. The council board of directors reelected **Harold E. Pierce**, sales manager of bakery packaging, Marathon, a division of American Can Co., to the office of vice president for 1960. **Carl E. Doane**, sales manager of flexible packaging divisions, Nashua Corp., and **Frank V. Snyder** of Moore & Munger were chosen by the Waxed Paper Merchandising Council membership to serve on the board of directors for three-year terms beginning Feb. 1, 1960. Mr. Pierce was reelected to the board for the same three-year period. Pres. Melton reappointed the executive committee consisting of **Robert L. Appling**, Western-Waxide Division; **Robert D. Halford**, Fabricom Products, and **A. Southon**, the KVP Co. Mr. Pierce and Mr. Melton are the two ex officio members.



J. V. Melton

A STANDARD FOR OVER 100 YEARS

HIGH GLUTEN

"PEP"

WHEAT FLOUR

A PRODUCT OF

STANDARD MILLING COMPANY

GENERAL OFFICES: 1009 CENTRAL STREET

NEW YORK OFFICE: 385 MADISON AVENUE

KANSAS CITY 5, MISSOURI

NEW YORK 17, NEW YORK

● Appointment of **Frank J. Daniels** to the position of marketing director of Durkee Famous Foods was announced by **H. L. Slaughter**, vice president of the Glidden Co. and general manager of its Durkee Famous Foods Division. Mr. Daniels, formerly Durkee advertising manager, will direct all marketing services of the division from the company's headquarters in Cleveland. Consolidation of these activities into a centralized marketing division is a move to achieve maximum results for Durkee's continuing program of product and market expansion.

● Riegel Paper Corp., New York, has announced the following changes in its packaging material sales group: **W. M. Riegel** has been promoted to the position of eastern special accounts sales manager; **W. F. Collins** has been named to Mr. Riegel's former position of eastern regional sales

manager. Both will report to **N. W. Postweiler**, manager of packaging material sales.

● At Milwaukee, **Russell Dieffenbach**, veteran of 12 years in packaging, has been named manager of the newly created rotogravure carton sales division of Milprint, Inc., it was announced by **Walter Hullinger**, vice president and director of marketing. Mr. Dieffenbach's responsibilities include supervision, coordination and market forecasting of Milprint's rotogravure carton sales activities. He is working out of Milprint's Downingtown, Pa., plant and the company's New York sales office. Formerly a national account supervisor for a large packaging firm, Mr. Dieffenbach has spent six years in the production of folding cartons, including sales service and estimating work. He also has eight years sales experience.



R. Dieffenbach

● At Philadelphia, **Thomas B. Duff** of New York district office of American Viscose Corp.'s film division, has been transferred to the position of sales representative in the firm's Dallas, Texas, district office, according to **Thomas O. Williams**, general sales manager. **P. E. Lawrence**, Dallas district sales manager, stated that Mr. Duff will serve those customers and accounts previously serviced by **Howard A. Larson**, who is leaving the company.

● At Flint, Mich., **Lee Evinger** has been appointed manager for the Taystee Bread Co., succeeding **Charles McMahan**, who recently joined Way Baking Co., Jackson, Mich. Mr. Evinger has been with Taystee for 24 years, coming to Flint from Chicago, where he was merchandising manager of the company for the last two and a half years.

● At Chicago, **Ralph E. Eckerstrom**

has been appointed director of advertising and public relations for Container Corporation of America, in addition to his current position as director of the company's department of design, **Walter P. Paepcke**, chairman, announced. Also announced was the resignation of **J. Sanford Doughty** who, since 1948, has been advertising manager. Mr. Eckerstrom joined the company in 1956 and was appointed director of the department of design in 1957. **Herbert Bayer** continues as chairman of the department.

● **Jerome M. Schulman** has been named chairman of the bakers' division of the Combined Jewish Appeal of Metropolitan Chicago the second consecutive year. He will organize a large group of CJA volunteer workers who will help contact every man and woman in the bakery field in Chicago to secure the division's share of the \$7 million metropolitan goal for 1960. Mr. Schulman is president of Stuart Hale Co. which manufactures bakers', fountain and restaurant supplies.

● The Paniplus Co. announced that **H. F. Pond** has joined its sales staff. The announcement was made by



H. F. Pond

Glenn E. Hargrave, sales manager. A native of North Dakota, Mr. Pond now lives in Berwyn, Ill. He is a graduate of the American Institute of Baking, Chicago, and has had about 20 years of diversified production experience. For a number of years he was a sales and service representative of the C. J. Patterson Co., of Kansas City. Mr. Pond succeeds **Clarence Ferrell** in the North Central states. In the future, Mr. Ferrell will devote full time to special assignments.

● Passaic, N.J., **Robinson Saint-Amour**, veteran in the food and baking fields, has joined the Connecticut sales staff of Caravan Products Co., Inc. The announcement was made by **Carl Ganzle**, sales director in the New England area for Caravan. Mr. Saint-Amour has been associated with Eastern Baking Co., Vestal Chemical Co. and Virginia Dare Extract Co.

DIXIE LILY

Plain and Self-Rising

A flour specially milled for the Southern housewife.

BUHLER MILLS, INC.

- Mill & Gen. Offices, Buhler, Kansas
- Southern Regional Office, 3387 Poplar Ave., Memphis 11, Tenn.

Soft Winter Wheat Flours

Family - Commercial Export

Long Distance Telephone 32
Cable address — "Jasco"

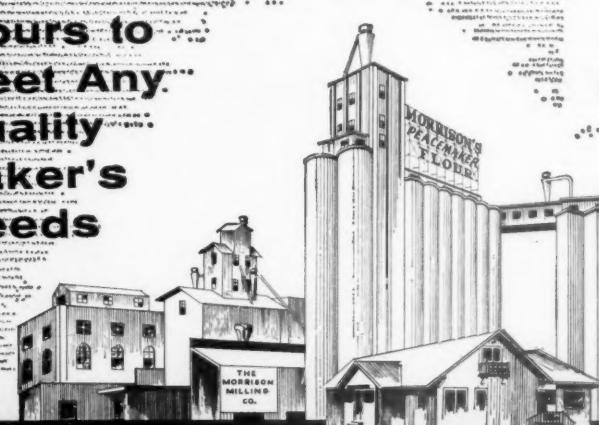
J. Allen Smith & Co., Inc.
KNOXVILLE 6, TENNESSEE

"ROCK RIVER" "BLODGETT'S" RYE "OLD TIMES"
RYE BUCKWHEAT

All Grades—From Darkest Dark to the Whitest White
—Specially Milled by the Blodgett Family—Since 1848

FRANK H. BLODGETT, Inc., Janesville, Wisconsin

Flours to
Meet Any...
Quality
Baker's
Needs



The MORRISON Milling Co. ★ Denton, Texas

Strong flours
that build up
dough formulas

Arizona Bakers Elect Officers, Announce 1960 Program Plans

PHOENIX, ARIZ.—A packed program for the "Soaring Sixties" was announced as members of the Master Retail Bakers of Arizona elected new officers at their first 1960 meeting.

Among the important plans for 1960 will be collective advertising, never before used by any of the state's retail bakeries. An experimental program will be run first, and a close check kept on results.

It is also proposed that the Arizona association join the Associated Retail Bakers of America to benefit by the national organization's programs.

The new officers include Joseph L. Dwight, Dutch Oven Pastry Shop, Tempe, as president; Eric P. Westerberg, Mrs. Westerberg's Pastries, Phoenix, vice president; Ray Novak, Vista Bake Shop, Phoenix, second vice president, and Carl Vanselow, Pat-A-Cake Bakery, Phoenix, treasurer.

Secretary is Larry Hayden, Hayden Flour Mills, Tempe, reelected for the second time.

Directors are Al Thies (retiring president), Thies Bakery, Scottsdale; Barney Shanks, Sun Valley Bakery, Phoenix; Lloyd E. Wills, Wills Pastry Shop, Mesa; John A. Winters, Winters Bakery, Phoenix; Frank Carroll, Arizona Bakery Sales, Phoenix, publicity chairman, and Dick Reynolds, Westco Products, Phoenix.

BREAD IS THE STAFF OF LIFE

Bread Flavors, Spices Discussed at Meeting

NEW YORK—"Aspects of Flavors & Spices in Quality Baked Foods," was the principal topic for discussion at the regular meeting of the Metropolitan Bakery Production Club held here recently.

John Mollenhauer, president, presided over the 109 members and guests who attended.

E. J. Ranney, vice president of American Food Laboratories, talked about flavoring and flavors in quality bread and William Rescorl, general sales manager of Knickerbocker Mills Co., covered the spices aspects. Both speakers received a number of questions during the lively question and answer period that followed the talk.

Glen Strachan, program chairman, announced that the next meeting would be held at Schrafft's Restaurant here, March 14.

BREAD IS THE STAFF OF LIFE

Kroger Sales Down

CINCINNATI—Sales of The Kroger Co. for the first four-week period ended Jan. 30, 1960, totaled \$140,464,369, a decrease of \$1,722,103 from sales of \$142,186,472 for the corresponding four-week period a year ago.

Average number of Kroger stores in operation during the period was 1,392, compared with 1,429 during the 1959 first period, a decrease of 3%.

STAR OF THE WEST MILLING COMPANY
Only Michigan soft white winter wheat flour

FRANKENMUTH, MICHIGAN

RUNCIMAN MILLING CO.

MANUFACTURERS OF FINEST MICHIGAN SOFT WHEAT FLOURS

Plain and Self-Rising
IONIA, MICH. PHONE 65

BAKERY STORES SHOW 1959 SALES GAINS

★

WASHINGTON—Sales by bakery products stores in the U.S. for 1959 showed an increase of 2% over 1958, although December closed out the year substantially below the comparable previous months of November and December of 1958. December was 6% below November and 15% below the previous December. Figures are from a retail sales report prepared by the Bureau of the Census, U.S. Department of Commerce.

GMI Announces Personnel Changes For Flour Division

MINNEAPOLIS—Merrill E. Donoho has been named to succeed W. R. Humphrey as personnel manager for the flour division of General Mills, Inc., effective March 1, it has been announced by Don A. Stevens, vice president and flour division general manager. Mr. Humphrey was recently named divisional sales assistant to W. A. Lohman, Jr., vice president and director of flour sales, also effective March 1.

Mr. Humphrey's new position, with responsibility for bakery flour sales in the central region, was created, Mr. Stevens said, by a reorganization resulting from the recent retirement of Walter O. Knudsen, bakery sales manager. W. B. Deatrick will continue as divisional sales assistant in charge of bakery flour sales in the eastern and southern regions.

A graduate of Yale University, Mr. Humphrey joined General Mills in 1936, serving several years in the company's grain operations. After wartime duty with the Army field artillery, where he attained the rank of captain, he returned to the grain department at Minneapolis in 1945. In 1952 he moved to San Francisco as manager of Sperry (west coast) grain operations for the company. He served as flour salesman in the Los Angeles district from April, 1958, until his return to Minneapolis as manager of personnel for the flour division.

Personnel Work

Mr. Donoho, who was graduated from the University of Indiana, joined the personnel administration department at Minneapolis in 1958. Previously, from 1955 to 1958, he had served with the management consulting firm, McMurry-Hamstra & Company, Chicago, where he specialized in selection, training and appraisal. Between 1953 and 1955, he was on active duty with the U.S. Air Force, leaving the service as a first lieutenant.

Lyon & Greenleaf Co., Inc.
MILLERS OF
QUALITY SOFT WHEAT FLOURS
SINCE 1866
LIGONIER, IND.

SLOGAN SPECIAL
The Quality Bakers Flour
Oklahoma Flour Mills Co.
EL RENO, OKLAHOMA

Ohio Bakers' Group Holds Meeting, Elects Officers

COLUMBUS, OHIO—The annual meeting and election of officers for the Ohio Bakers Assn. was held here recently.

The following officers were elected to serve for the ensuing year: Donald W. Webb, Pratt-Webb Pies, Cleveland, president; Earl Weisbrod, Dayton Bread Co., Dayton, first vice

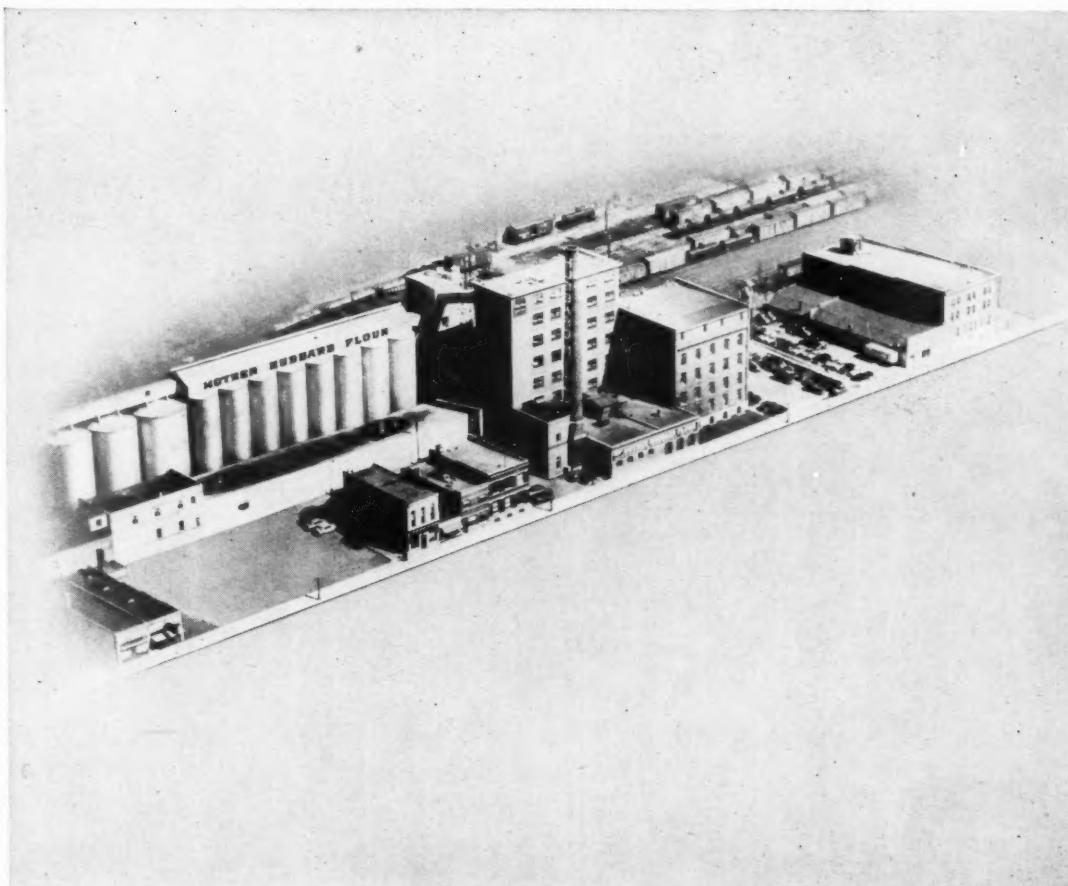
president; William F. Thie, Virginia Bakery, Cincinnati, second vice president; Morgan Pennington, Pennington Bros., Cincinnati, treasurer, and J. Morton Schneider, the Richard W. Kaase Co., Cleveland, chairman of the board.

Harold H. Kahn, attorney of Cleveland, was retained as general counsel, and Clark L. Coffman will continue to serve as executive secretary.

The 55th annual convention will be held in the Carter Hotel, Cleveland Jan. 14-17, 1961, it was announced.

Bakery Incorporated

PHOENIX, ARIZ.—Articles of incorporation have been filed here for Sun Valley Bakery, Inc., with the principal place of business to be in Maricopa County, listing \$1,000,000 capitalization and these incorporators: B. E. Shanks, 2611 West Verde Lane, Phoenix, president-director; Pearl Wilkins Ronay, treasurer-director; Lillian Shanks, secretary-director; and Robert Ronay, vice president-director.



MOTHER HUBBARD

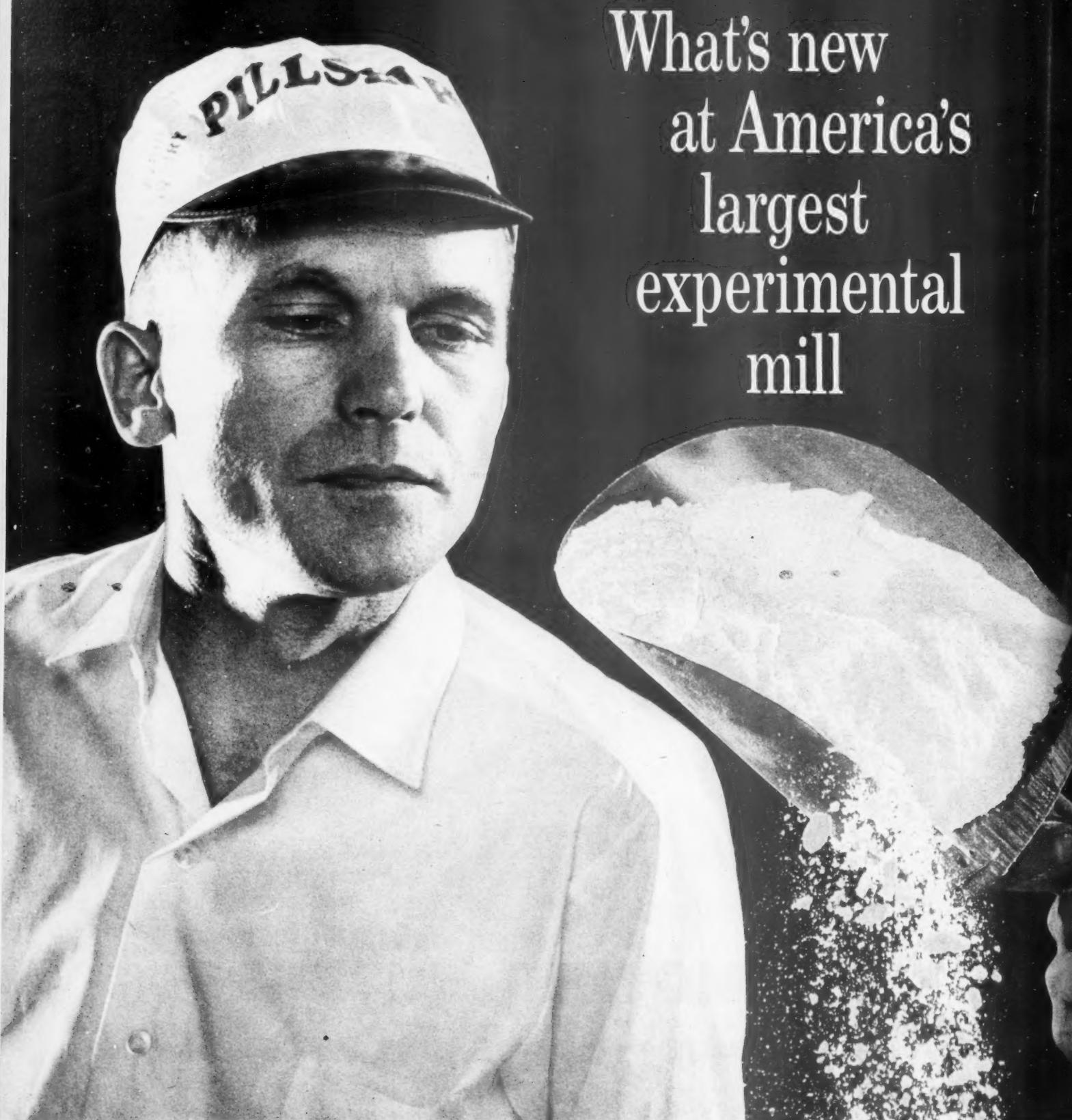
THE BLUE RIBBON SHORT PATENT FLOUR

"You Can Always Depend on Hubbard Quality"

HUBBARD MILLING CO.

MANKATO, MINN.

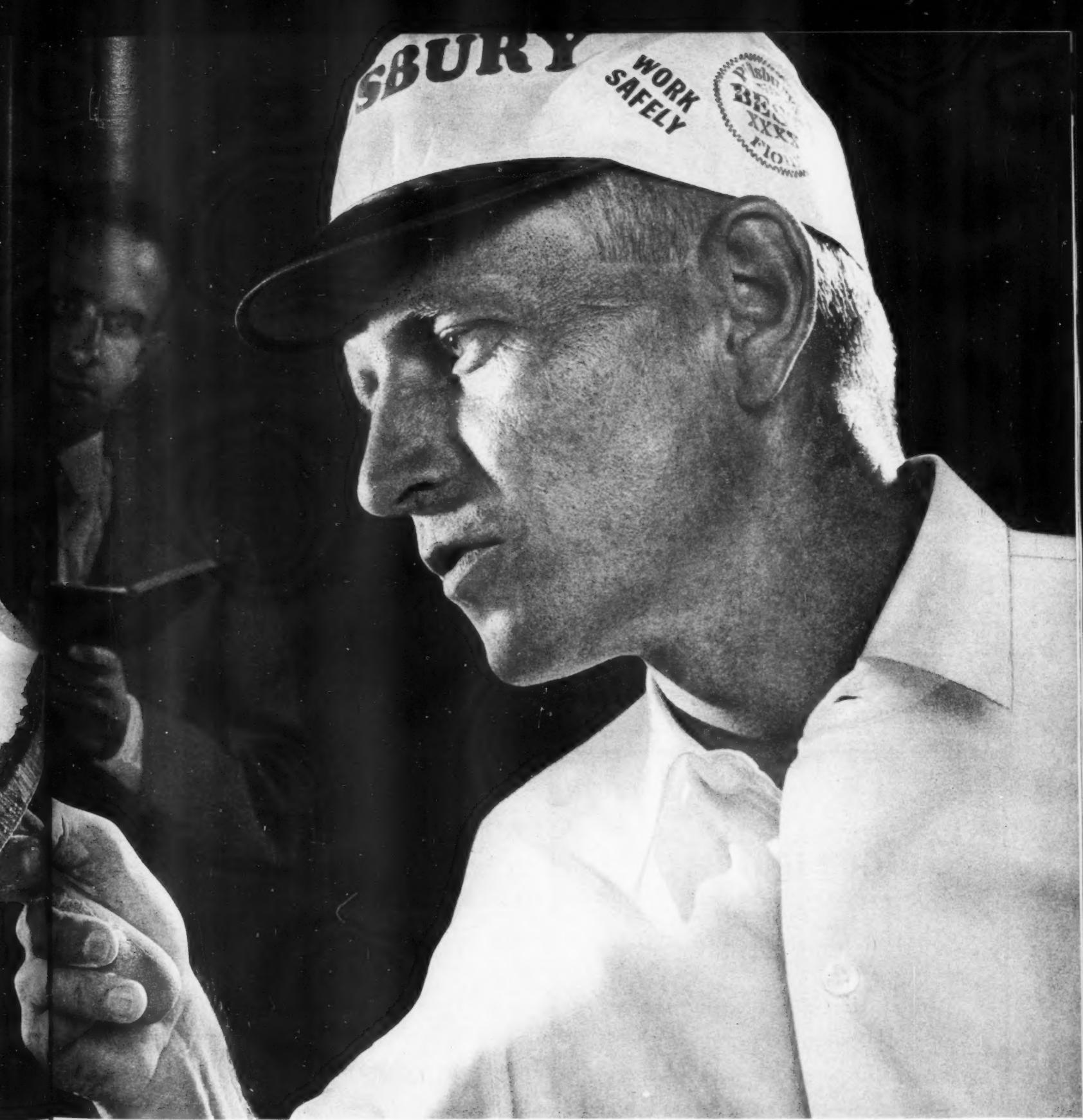
Quality Since 1879



What's new at America's largest experimental mill

Every large milling company has a staff of wheat scouts who follow the harvest each year collecting samples of the new crop. The wheat samples are rushed to small experimental mills where they are ground into flour. Then the flour is baked into bread to see if it meets the mill's quality standards. *But*

Pillsbury goes one step further. When promising wheats are found, they are sent to our Minneapolis experimental mill—the largest in the world. There they are ground under actual mill conditions. The performance of the resulting flour is then tested in our quality control laboratory and in actual



hen
are
ntal
here
mill
the
our
ctual

bakeries. It's an extra step that helps The Pillsbury Company secure only the finest wheats...another good reason why Pillsbury flours perform the best in your bakery. So next time, be sure to order the best in bakery flours—Pillsbury.

Pillsbury *does it*



BEST



CAKE TRIBUTE—L. Carroll Cole, left, Muskegon, president of the Associated Retail Bakers of America, is honored with a cake from Sander's Bakery, Detroit, for his work as head of the national bakers' organization. With Mr. Cole are Ron Fairbanks, center, of Grand Rapids, chairman of the eighth annual Michigan Bakers Educational Conference at Michigan State University, and Dick Braunreuther, of Sander's.



MICHIGAN CONFERENCE—There were many fancy cakes, breads and pastries at the eighth annual Michigan Bakers Educational Conference, as evidenced by these five creations on display at the Michigan State University event. Some of the more elaborate were these examples, left to right: alligator-shaped fancy bread with jelly for the mouth and icing for teeth and other trim, by James Katter, Model Bakery, Saginaw; a fancy cake in flower basket motif, done by Jack Ditmar, Polly Anna Pastry Kitchens, Grand Rapids; wedding cake (four-tiered), done by Dale B. Bassett, Dale's Bake Shop, Hastings; fancy cake in butterfly motif, done by Edna Lutz, of Steininger's Bakery, Saginaw (Herb Steininger on right), and another fancy cake by Polly Anna.

The Williams Bros. Co.
Merchant Millers KENT, OHIO, U.S.A.

Millers of Soft Winter Wheat.

We specialize in laboratory controlled production of superior Cake, Pastry and Cracker Flours from carefully selected wheats.

George Urban Milling Co.

More Than 100 Years of Milling
BUFFALO, NEW YORK

**Annual Bakers'
Conference Held
At Michigan State**

EAST LANSING, MICH.—Demonstrations of cake decorating and painting, presentations to an outstanding industry leader and to a bakery, and some fancy cakes and breads were highlights of the eighth annual Michigan Bakers Educational Conference held at Michigan State University.

Nearly 200 retail and wholesale bakers from Michigan and surrounding states traveled to MSU's Kellogg Center for Continuing Education to keep abreast of new industry developments.

Popular with bakers in attendance were demonstrations by experts on the decorating of fancy cakes and painting on cakes. Decorated cakes ran from valentines and Easter eggs to elaborate motifs and buildings. Painting was confined to portraits and landscapes.

An unexpected event was the presentation of a fancy cake by Sander's Bakery of Detroit, to another Detroit bakery, Awrey's on the ob-

servance of Awrey's 50th anniversary. Sander's also presented a cake to L. Carroll Cole, Muskegon, for outstanding service to the bakery field as president of the Associated Retail Bakers of America.

Cakes in the form of butterflies and flower baskets, breads in the shape of crocodiles with cream-icing teeth and grape jelly mouths, an apple pie which measured three feet across, and an "apple smorgasbord" were other conference highlights.

The discussion sessions considered such topics as sanitation, sales girls training, insurance, control of overhead costs and the freezing of bakery foods.

Michigan Soft Wheat Flour
Plain and Self-Rising

King Milling Company
LOWELL, MICHIGAN

KNAPPEN MILLING COMPANY

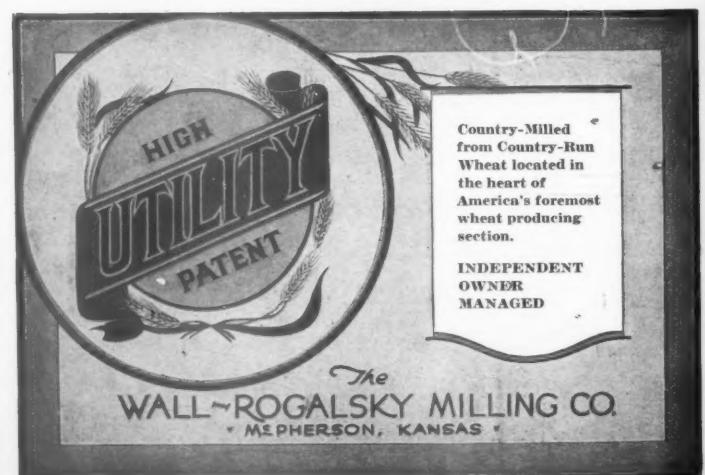
Producers of
BEST QUALITY MICHIGAN CAKE & BAKERY FLOURS
AUGUSTA, MICH.
TEL: Redwood 1-3912

"Golden Loaf" FLOUR

Milled from choice spring wheat under modern laboratory supervision for particular bakers—aged—aerated—bulk or sack loading.

Quality Flour for 59 Years

TENNANT & HOYT CO.
LAKE CITY, MINNESOTA



Four
separate milling units
at the same location

4

... to serve
bakers with

- 1 SPRING AND HARD WINTER WHEAT FLOURS
- 2 SOFT WHEAT FLOUR FOR CAKES, COOKIES, CRACKERS
- 3 RYE FLOURS
- 4 WHOLE WHEAT FLOURS



FROM the heart of the major producing areas, wheat flows to CHICAGO, the world's largest terminal market. Situated as we are, we can always choose the finest. Such selection allows us to offer a complete line of flours to suit all bakery needs.

ECKHART MILLING CO.

CHICAGO, ILLINOIS

Sales representatives in: BOSTON, NEW YORK, PHILADELPHIA, BALTIMORE, ATLANTA—GA., AUGUSTA, GA., JACKSONVILLE—FLORIDA, PITTSBURGH, PA., DETROIT, CLEVELAND, COLUMBUS, CINCINNATI, MILWAUKEE, CHICAGO, ST. LOUIS—MISSOURI, NASHVILLE, NEW ORLEANS

Ringing the Baker's Doorbell

At Tucson, Ariz., Michael Hacherian has opened the Honey Dip Donut Shop, 3152 North 1st Ave.

In Prescott, Ariz., Charles and Mayetta Hines have opened The Do Nut Shop, 615 Bird St.

Vincent Cardone has opened a new

bake shop, Cardone's Bakery, at 1512 North 15th St., Tucson, Ariz.

Bernard Ris has opened a new bakery, to be known as Miller's Bakery, at 5037 S. Central St., Phoenix, Ariz.

C. B. Hughes has opened the Kof-

E-Brake Donut System Shop at 8596 W. Colfax Ave. in Lakewood, a Denver suburb.

Sam's Home Bakery, 744 E. 38th St., Tucson, Ariz., has been opened by Sam Vega.

A \$376,500 purchase-lease trans-

action on the new King Soopers bakery at 2303 W. 4th Ave., Denver, has been completed between Northwestern National Life Insurance Co., Minneapolis, and J. S. Dillon & Sons Stores Co., Inc. The insurance company has acquired ownership of the 22,000-sq. ft. ultra-modern air conditioned bakery and leased it to J. S. Dillon & Sons, doing business as King Soopers, Inc., for 20 years with renewal options. The store has operated the bakery since its completion in mid-September.

F. E. Shamburg has been issued a license to do business as the Donut House, 132 S. Nevada Ave., Colorado Springs, Colo.

Richard Arno's has opened the new Donut King shop in Cottonwood, Yavapai County, Ariz.

Kay-Bobs Sweet Shop bakery, Sedona, Coconino County, Ariz., has been opened by Kay Brown and Barbara Henderson.

Rocky Mountain Pretzel Co., Inc., has filed articles of incorporation, listing \$200,000 capitalization to carry on a general baking business at Colorado Springs, Colo. Incorporators and directors are Richard C. Eberly, 419 S. El Paso St.; Jean S. Eberly and George Breneiser.

F. H. and N. B. Smith have been issued a license to do business as Freeman's Spudnut Shop, 555 W. Main St., Cortez, Colo.

The Joseph Poehlmann Baking Co., Milwaukee, which closed recently, has filed a voluntary petition for receivership in Milwaukee Circuit Court. The baking firm had been in business for more than 100 years, and was famed for its dark rye bread. Paul L. Moskowitz, attorney, was named receiver for the firm. He said the baking company had liabilities of about \$61,000, but the firm's property would have to be assessed before assets could be determined.

Mrs. DeGraffenreid's Pie Shop, with retail and wholesale plant at 1713 N. Lottie, Oklahoma City, Okla., has opened a new retail shop at 7310 Western, Oklahoma City. All new equipment has been installed, including ovens and show cases. Formal opening was in February.

Irene's Bakery, formerly located at 3506 Classen, Oklahoma City, Okla., has moved to 25th and Pennsylvania and a new building with a 30-bun oven has been installed. Opening was featured by free coffee and rolls served visitors and gifts presented to children.

Wrights Bakeries, Inc., Lakewood, Colo., has been incorporated, listing \$49,000 capitalization. Incorporators and directors are Ray W. Wright, 6845 W. Iowa Ave.; Dorothy L. Wright and Frank W. Wright.

At Salmon, Idaho, the W. A. Youngstroms have opened their new Mountain Maid Bakery in a 35 x 75-ft. new cinder block and brick building, including a retail store with the baking and wrapping department in the rear.

The Park Center Bakery, destroyed in a shopping center fire in Valdosta, Ga., is operating temporarily at a location on Bemiss Road.

Our Own Bakeries, Marquette,

BROLITE VALUABLE INGREDIENTS FOR BAKERS



**A VITA PLUS
WHITE CULTURE**
Conditions Doughs.
Stabilizes
Fermentation. Extends
Dough Tolerance.

B FLUFOGLITE
Egg Stabilizer for use in
Cakes, Cookies, Sweet
Yeast Doughs and Rolls.

C BROLITE
For better flavor in
Cakes, Cookies, Sweet
Yeast Doughs, Icings.

**D WHITE FUDGE AND
COCOA FUDGE BASES**
Easy Handling for Hi-
Gloss, Flat Type and
Butter Cream Icings of
fine flavor. Economical.

E BROSOFT
A tenderizing agent with
high powers of emulsification
and dispersion. Contains
Mono- and Di-Glycerides,
Lecithin and Associated
Phosphatides (Vegetable
Emulsifier).

F RYE SOURS
For outstanding rye
bread flavor, improved
volume and texture—
simplified production.

G O.B. STABILIZER
For Boiled Meringues,
Toppings, Icings,
Glazes, Butter Creams,
Regular Meringues
and Whipped Cream.

H PIE DOUGH CULTURE
Produces a rich flaky
crust with improved
color—less tendency to
soakage; drier doughs
for easier handling.

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General Offices: 2542 Elston Ave., Chicago 47, Ill.

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Demonstrations by our trained bakery technicians available in your shop



"Yes! . . . Our Mills are right up to date!"

Frank Lindholm, Superintendent of our Hastings Mill, Hastings, Minnesota, is proud to show "Mr. American Farmer" one of our mills on his tour of King Midas. We are a milling company that has always based its operations on main-

taining the most modern mills to produce the highest quality flour.

Constant vigilance and the highest milling integrity, to continually produce the best, that's what King Midas stands for, that's what we do!

King Midas FLOUR MILLS
MINNEAPOLIS  MINNESOTA

On the job
when it counts . . .
AMERICAN NATIONAL
RED CROSS



Mich., has named William Meyer, Oconto, Mich., as distributor.

Herbert K. Small has opened the Dixie Creme Donut Shop, 1512 N. Osage, in Ponca City, Okla.

Intertowne Bakery Corp., Southington, Conn., has subscribed capital of \$3,000. Officers are John H. and Sally F. Cote, both of Southington, and Joseph H. Korotie, Bristol, Conn.

A bakery is planned as one unit of a new shopping center now under construction on Pinole Valley Rd., Pinole, Cal.

Wendell's Bakery and Coffee Shop, Littlefork, Minn., has been reopened following a program of remodeling.

The Garner (Iowa) Bakery has been sold by Mrs. Otto Lehman to Mr. and Mrs. Harry Wells, formerly of Maquoketa, Iowa.

Frank Cole, proprietor of the Ren-ville (Minn.) Bakery, has announced

sale of his shop to Roxy Peck, a former employee.

George L. Simpson, Waterloo, Iowa, has rented the Frank Nowadzsky building in Traer, Iowa, and plans to open a bakery. The community was without a bakery for a couple of months following closure of the Nissen Bakery. Mr. Simpson formerly operated a bakery at Marshalltown, Iowa.

Owners Ed and Dorothy Schilla, Ed's Bakery, Cloquet, Minn., have installed a self-service counter.

The Bakery Cafe has been opened in Belle Plaine, Minn., by Peter Mahoney, to be operated in conjunction with the adjoining bakery, which has undergone recent remodeling.

Mr. and Mrs. Arnold Bucklin, Sioux Falls, S.D., have opened a bakery in Parkston, S.D.

John Rohweder has purchased a Bakery in Lanesboro, Minn.

The Quality Bakery at 118 S. Walnut St., Reedsburg, Wis., has been sold by the owners, Kurt and Eunice Holzinger, to Martin and Helen Olson, Reedsburg. Mr. Olson is a graduate of the Dunwoody School of Baking, Dunwoody Industrial Institute, Minneapolis.

Lennox Bakery was recently opened by Harold Reit at Lennox, S. D.

Mister Donut Associate Shops has been opened in the new \$5-million Orange Blossom Shopping Center, Orlando, Fla., making four units in the area. L. C. Zimmerman heads the Orlando operation.

The new City Bakery, owned and operated by Mrs. Ola West and Mrs. Ollie Mosley, was recently opened in Hawkinsville, Ga.

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TIDEWATER GRAIN COMPANY

Receivers - Shippers - Exporters
Export and Domestic Forwarders

Members all leading Exchanges
Established 1927

Bourse Building Chamber of Commerce
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buy the best!
Quality Bakery Products
NATIONAL YEAST CORPORATION
Chanin Building, New York, N.Y.

Exceptional Bakery Flours

NO-RISK EX-HI NO-RISK PLA-SAFE

THE ABILENE FLOUR MILLS CO.
ABILENE, KANSAS

Capacity 4,000 Cwts. Daily

Grain Storage 4,700,000 Bus.

"Best Out West"

"Red Chief"

Four Top Notch Spring Wheat Flours
Sheridan Flouring Mills, Inc., Sheridan, Wyo.

"Diamond D"

"Wheats Best"

Our brands have become identified with quality the world over. . . . Extensive experience with top quality wheats from Montana, Idaho, Washington and Oregon milled in the largest flour mill on the West Coast means flours of consistent uniformity and highest quality.

ORIGINATORS OF THE EFFICIENT AND ECONOMICAL BULK-PAK FLOUR BIN

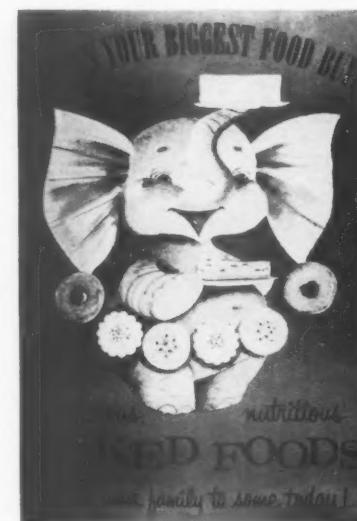
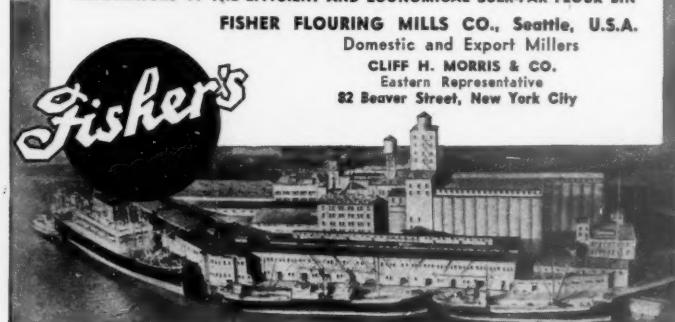
FISHER FLOURING MILLS CO., Seattle, U.S.A.

Domestic and Export Millers

CLIFF H. MORRIS & CO.

Eastern Representative

82 Beaver Street, New York City



"GOLDEN NUGGET" PROMOTION — Chapman & Smith Co., Inc., has started a "Golden Nugget" promotion designed to spark cold weather sales for bakers. The promotion consists of book of recipes using Golden Nugget Topping, and two posters calling attention to the product. One poster, above left, emphasizes the importance of buying baked foods, and the other poster, right, calls attention to the "Golden Nugget Coffee Cake."

AIB Enrolls 38 In Baking Science, Technology Course

CHICAGO — Thirty-eight young men are presently preparing for pivotal jobs in industry management by attending the American Institute of Baking's course in baking science and technology as members of Class 77. During their 20 weeks of study, they will examine the reasons underlying familiar baking processes.

The students are encouraged to seek information, to develop judgment and imagination. Basic principles of physics, chemistry, sanitation, maintenance, scoring and experimental baking are given in the first 10 weeks of the course.

Eighteen of the 38 students are sponsored by their present employers, and seven others were granted scholarships for the program.

Members of Class 77 entered the Institute on Feb. 1, and will be graduated on June 17.

They are:

American Institute of Baking—Class No. 77
Feb. 1-June 17, 1960

Edward R. Bailey, John J. Nissen Baking Co., Portland, Maine; John A. Batura, F. N. Calderwood, Inc., Portland, Maine; James P. Beckman, Continental Baking Co., Inc., Gary Ind.; William E. Burk, Rainbow Baking Co., Tucson, Ariz.; Claude W. Chappellear, Standard Brands, Inc., Charlotte, N.C.; Stephen T. Cline, Colonial Baking Co., Indianapolis, Ind.; Glenn D. Crabtree, Super Valu Bakeries, Inc., St. Petersburg, Fla.

Robert W. Davis, Sweetheart Bakers, Inc., Salisbury, Md.; Glen J. DeWitt, American Bakeries Co., Roanoke, Va.; Arnold Dworkin, Imperial Baking Co., Chicago, Ill.; John F. Ellison, Albertson's Food Center, Spokane, Wash.; Oliva A. Gobois, Standard Brands, Ltd., Montreal, Canada; Richard J. Garde, Garde's Bakery, Inc., Milwaukee, Wis.; Charles E. Hileman, Lewis Brothers Bakeries, Inc., Anna, Ill.; Harold D. Hilliard, Rockford Colonial Baking Co., Rockford, Ill.; James R. Hoeller, Oswald Jaeger Baking Co., Milwaukee, Wis.; Arthur F. Hoff, Mrs. Cooklin Bakery, San Diego, Calif.; James H. Hoseweide, McGavin Bakeries, Ltd., Regina, Sask., Canada.

Conrad A. Jarasky, John J. Nissen Baking Co., Portland, Maine; Jacques B. Lorraine, Jr., U.S. Marine Corps, Washington, D.C.; Julian P. Mahunick, Grand Union Bakery, DeWitt, N.Y.; Gerald A. McClellan, Awrey Bakeries, Inc., Detroit, Mich.; David G. Metcalf, Quaker Pastry Shop, Salem, Ohio; Richard L. Novotny, Pepperidge Farm, Inc., Downers Grove, Ill.; Andrew M. Nunner, self-employed, Bellrose, N.Y.; Robert G. Papp, Pepperidge Farm, Inc., Norwalk, Conn.; Harold D. Patterson, Barrett's Bakery, Newton, Iowa; William D. Peirson, Ginger Bakery, Scotch Falls, N.J.; Jerome S. Pilch, The Great Atlantic & Pacific Tea Co., Milwaukee, Wis.

Jack L. Pitts, Lewis Brothers Bakeries, Inc., Anna, Ill.; David H. Podradchik, Morton Bakery, Brookline, Mass.; George J. Reece, Jr.,

Cushman Baking Co., Portland, Maine; Paul A. Rubschlag, Jr., Rubschlag Bros., Chicago, Ill.; Merrill Shinaberry, Al's Snow White Bakery, Geneva, Ohio; Valentine J. Stankiewicz, Wasilaukski's Bakery, Chicago, Ill.; Carroll L. Street, American Bakeries Co., Atlanta, Ga.; Willie C. Taylor, Cooking & Baking School, Mobile, Ala.; and George M. Vrotsos, Apollo Cake Specialties, Inc., Somerville, Mass.

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George Potts brings 20 years of experience in the milling and baking industries to his new position as advertising sales manager of The Northwestern Miller, Milling Production and The American Baker.

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Business Journalists Since 1913

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The Kansas Milling Company
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SILK FLOSS
GOLDEN SEAL
SANTA-FE TRAIL
FLOURS OF CHARACTER

WHAT
HAS
A
LIGHT
BULB
TO DO
WITH
IDEAS
?

The light bulb is often used to illustrate the almost electric impact of the birth of an idea. You'll find a sure source of new ideas at the annual convention of the American Society of Bakery Engineers, Edgewater Beach Hotel, Chicago, March 7-10, 1960.

The makers of
Fleischmann's Yeast

Convention Calendar

March

March 6—Bakery Equipment Manufacturers Assn., winter meeting; Edgewater Beach Hotel, Chicago, Ill.; sec., Raymond J. Walter, 511 Fifth Ave., New York 17, N.Y.

March 7-10—American Society of Bakery Engineers; annual meeting; Edgewater Hotel, Chicago, Ill.; sec., Victor E. Marx, Rm. 1354, LaSalle-Wacker Bldg., 121 W. Wacker Drive, Chicago 1, Ill.

Mar. 21—Kansas Bakers' Assn., annual spring meeting; Allis Hotel, Wichita, Kansas; sec., Warren Burke, 3232 Roanoke Road, Kansas City 11, Mo.

March 31-April 2—Southern Bakers Assn., 46th annual convention; Hollywood Beach Hotel, Hollywood, Fla.; Benson L. Skelton, Henry Grady Bldg., Atlanta 3, Ga.

April

April 5—Allied Trades of the Baking Industry, Pennsylvania Div., No. 4; Annual Assembly; Abraham Lincoln Hotel, Reading, Pa.; sec-treas., J. Kenneth Irish, 69th St. Theatre Bldg., Room 108, Upper Darby, Pa.

April 18-30—National Retail Bakers Week; sponsored by Retail Bakers of America; chm., Gordon Nash, 735 W. Sheridan Road, Chicago, Ill.

April 22-24—Rocky Mountain Bakers Assn.; annual convention; Continental Denver Motor Hotel, Denver, Colo.; sec., Fred Linsenmaier, Box 5326, Terminal Annex, Denver, Colo.

April 23-24—South Dakota State

Bakers Assn., spring convention; American Legion Clubrooms, Sioux Falls, S.D.

April 24-26—Texas Bakers Assn., Austin Hotel, Austin, Texas; sec., Mrs. Edward Goodman, Texas Bakers Assn., 1134 National Bldg., Dallas 1, Texas.

April 24-27—Pacific Northwest Bakers Conference; Multnomah Hotel, Portland, Oregon; sec., Roger Williams, P.O. Box 486, Salem, Oregon.

April 25-27—Pacific Northwest Bakers Conference—27th annual; Multnomah Hotel, Portland, Ore.; sec., Roger Williams, 2595 Edgewood Ave., Box 486, Salem, Ore.

May

May 1-3—Arkansas-Oklahoma Bakers Assn., annual convention; Arlington Hotel, Hot Springs, Ark.; sec., J. C. Summers, Oklahoma State Tech, Okmulgee, Okla.

May 1-3—National Council of the Baking Industry, annual industry conference; Queen Elizabeth Hotel, Montreal, Quebec, Canada; sec., R. H. Ackert, 191 Eglinton Ave., E. Toronto, Canada.

May 2-3—Minnesota Bakers Association, annual convention; Lowry Hotel, St. Paul, Minnesota; sec., J. M. Long, 623 14th Avenue, S.E., Minneapolis 14, Minnesota.

May 9-10—Iowa Bakers Assn.; annual convention; Fort Des Moines Hotel, Des Moines, Iowa; sec., Earl F. Weaver, 6416 Colby Ave., Des Moines, Iowa.

May 9-11—Biscuit & Cracker Manufacturers Assn. and the Biscuit Bakers Institute, Inc., 1960 joint meeting, The Plaza, New York; sec. B&CMA, Walter Dietz, 20 N. Wacker Drive, Chicago 6, Ill.; sec. BBI, Harry D. Butler, 90 W. Broadway, New York 7, N.Y.

May 20-22—National Association of Flour Distributors, Waldorf-Astoria Hotel, New York; sec., Philip W. Orth, Jr., 403 E. Florida St., Milwaukee 4, Wis.

May 22-25—Associated Retail Bakers of America, annual convention and exhibition, Municipal Auditorium and Hotel Schroeder, Milwaukee, Milwaukee, Wis.

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All Grades of Hard, Soft and Spring Flours
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DANVILLE P. O. Astico WISCONSIN

SPRING WHEAT FLOURS

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BIXOTA

CREAM of WEST

PRODUCE BREADS WITH TASTE APPEAL

THE RED WING MILLING CO.

RED WING, MINNESOTA

Wheat Washed with Our Own Artesian Well Water.
Flour Tested and Baked in Our Own Laboratory.

CALENDAR FOR 1960-61

MARCH						APRIL						MAY						JUNE												
S	M	T	W	T	F	S	M	T	W	T	F	S	M	T	W	T	F	S	M	T	W	F								
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JULY						AUGUST						SEPTEMBER						OCTOBER						NOVEMBER						
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DECEMBER						JANUARY						FEBRUARY						MARCH						APRIL						
6	7	8	9	10	11	12	4	5	6	7	8	9	10	8	9	10	11	12	13	14	5	6	7	8	9	10	11	10	11	12
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Wis.; exec. sec., Trudy Schurr, 735 W. Sheridan Rd., Chicago 13, Ill.

June

June 4-6—Pennsylvania Bakers Assn., mid-year convention; Galen Hall Hotel, Wernersville, Pa.; sec., Theo Staab, 600 N. 3rd Street, Harrisburg, Pa.

June 5-7—New York State Association of Manufacturing Retail Bakers, annual convention; Sagamore Hotel, Bolton Landing, Lake George, N.Y.; sec., Frank E. Englert, Jr., 135 Primrose Drive, New Hyde Park, N.Y.

June 11-13—The Bakers Association of the Carolinas, annual convention; Myrtle Beach, South Carolina; sec., Mary E. Stanley, P.O. Box 175, Rockingham, N.C.

June 23-27—Bakery Equipment Manufacturers Assn., annual meeting, Key Biscayne Hotel, Key Biscayne, Miami, Fla.; sec., Raymond J. Walter, 511 Fifth Ave., New York, N.Y.

June 26-28—New Hampshire-Vermont Bakers Assn., annual convention; Wentworth Hall, Jackson, N.H.; sec., Cal Gaebel, General Mills, Inc., 214 Harvard Ave., Boston 34, Mass.

July

July 24-27—West Virginia Bakers Assn.; 1960 convention; Greenbrier Hotel, White Sulphur Springs, W.Va.;

BROWN'S HUNGARIAN
America's Premier Cake Flour

BROWN'S HUNGARIAN CORPORATION
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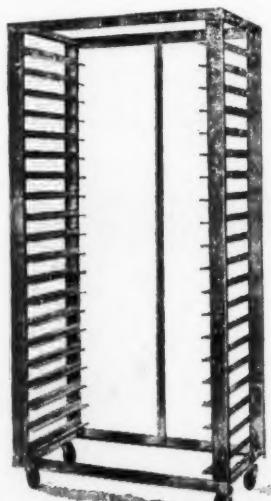
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- Two models—15 or 20 pan capacity.
- Overall dimensions—63" x 30" x 19".
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sec., Edward R. Johnson, 611 Pennsylvania Ave., Charleston 2, W.Va.

September

Sept. 11-13—Southern Bakers Assn., annual production conference; Dinkler Plaza Hotel, Atlanta, Ga.; sec., Benson L. Skelton, Henry Grady Bldg., 26 Cain Street, N.W., Atlanta 3, Ga.

Sept. 17-20—New Jersey Bakers Board of Trade, Inc., annual convention and exhibition; The Berkeley Carteret Hotel, Asbury Park, N.J.; sec., Michael Herzog, 48 Claremont Ave., New Brunswick, N.J.

Sept. 18-21—Missouri Bakers Association, fall outing and meeting; Arrowhead Lodge, Lake Ozark, Missouri; sec., George H. Buford, 2214 Central Avenue, Kansas City 2, Kansas.

October

Oct. 7-12—American Bakers Assn. & Bakery Equipment Mfrs. Assn., bakery equipment exposition; Convention Hall, Atlantic City, New Jersey; sec., Harold Fiedler, 20 N. Wacker Dr., Chicago, Illinois.

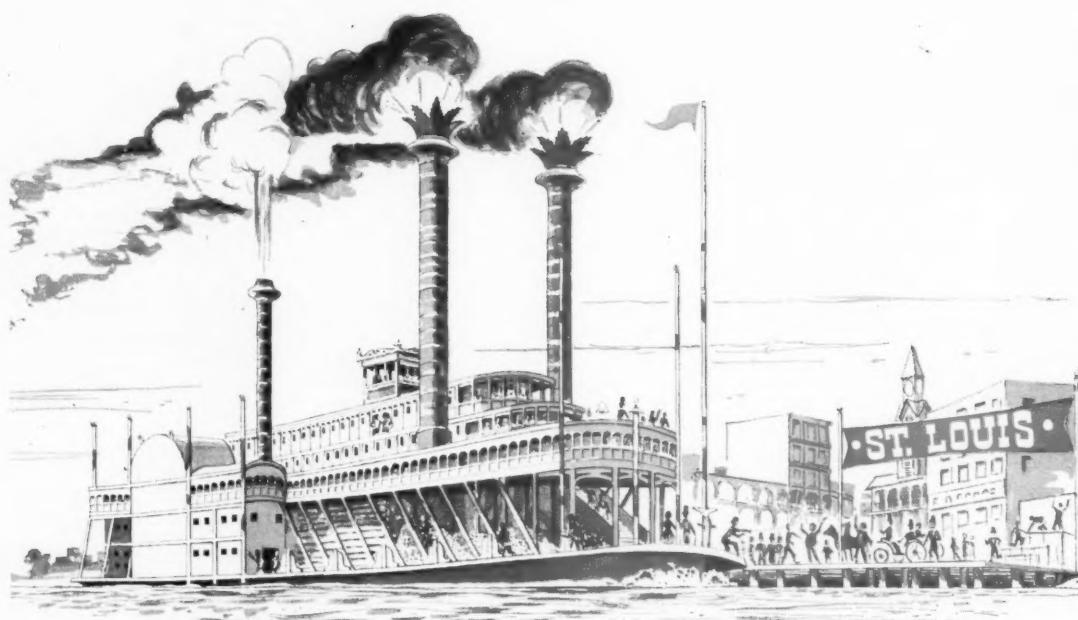
Oct. 15-19—American Bakers Assn., annual meeting and convention; Hotel

Sherman, Chicago, Ill.; sec., Harold Fiedler, 20 N. Wacker Drive, Chicago, Ill.

Oct. 16—Bakery Equipment Manufacturers Assn., fall meeting; Hotel Sherman, Chicago, Ill.; sec., Raymond J. Walter, 511 Fifth Ave., New York 17, N.Y.

November

Nov. 14-15—New England Bakers Assn., fall convention; Sheraton-Plaza Hotel, Boston, Massachusetts; sec., William E. Bowman, 945 Great Plain Ave., Needham 92, Mass.



STILL LOCATION MAKES THE BIG DIFFERENCE!

Location *does* make the difference when it happens to be St. Louis—gateway to the Eastern half of the U.S., important rail, water and truck transportation center, and receiving point for wheat from all major producing areas.

Add to these natural advantages, the care and attention we give to your flour requirements, our most excellent milling facilities—complete with bulk flour, rail and truck delivery service—and you have the reasons why St. Louis Flour Mills is able to serve you *best*!

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Certain Enzymes Need No Specific Regulation, Firm Says

PHILADELPHIA—A recent ruling of the Food and Drug Administration gives official sanction to the use of certain enzyme products in the preparation or processing of foods. Rohm & Haas Co., Philadelphia, reports that the FDA ruled, on Feb. 3, 1960, that enzyme products such as the company supplies for use in the food milling and baking industries are not additives within the meaning of the Food Additives Amendment of 1958. Hence it is not necessary to obtain a regulation specifically approving the use of these products in food or food production.

Enzymes in this classification produced by Rohm & Haas include pectinolytic, diastatic, proteolytic, lipolytic and cellulolytic products. Pectinolytic enzymes, known by the company's trademark Pectinol, have been used for many years in the processing of fruits and fruit juices and in the clarification of wines. Diastatic and proteolytic enzymes, trademarked Rhozyme, have a wide range of applications in food industries. Lipolytic enzymes aid in the development of characteristic flavors in cheese and chocolate products. Cellulolytic enzymes have proved helpful in the manufacture of vanilla extracts. All of these enzymes have been found of value, also, in the supplementation of animal feeds, Rohm & Haas says.

The FDA ruling covers enzymes obtained from a number of different sources and states that these enzyme preparations, "when derived from strains shown to be non-pathogenic for man and animals and prepared in accordance with good manufacturing practices, would be generally recognized by qualified experts as safe for use in foods. As such, it is not necessary to file petition covering them under the Food Additives Amendment."

Rohm & Haas Company reports that all enzyme preparations which it markets for use in the preparation and processing of food products conform to the requirements set forth in this ruling.

—BREAD IS THE STAFF OF LIFE—

Net Profit Declines

NEW YORK—George L. Morrison, chairman of the board of General Baking Co., announced that the net profit of the company for the 52-week period ended Dec. 26, 1959 (after federal income taxes of \$1,993,000) amounted to \$2,098,342 equal to 91¢ a common share after meeting preferred dividend requirements.

This compares with net profit for the 52-week year 1958 (after federal income taxes of \$2,793,000) of \$2,755,675 or \$1.33 a common share.

SALES OF BAKERY STORES SHOW RISE

WASHINGTON—Sales by bakery products stores in the U.S. for the 12 months of 1959 amounted to \$1.01 billion, compared with \$993 million for the entire year of 1958, according to a retail trade report prepared by the Bureau of the Census, U.S. Department of Commerce. Sales for the single month of December, however, amounted to only \$82 million, compared with \$86 million for December of 1958 and \$87 million for November of 1959.



GOMEc

A flour we recommend to all bakers wanting the best in a Hard Winter Wheat Flour.

SPRING LOAF

This is our top-quality Spring Wheat Flour. High Absorption Excellent Tolerance

JUMBO

A strong protein Spring Wheat Clear Flour with good absorption.

GOLD NUGGET

Our finest quality Spring Wheat Clear Flour. Our friends say it's Tops in its Field.

WHOLE WHEAT

Hi-Protein Spring Wheat. Milled especially with a rich wheaty flavor for the baking trade.

RYE FLOUR

Pure or blended to fit your requirements. Milled with the flavor left in.

••• Makes it Easy to Make GOOD BREAD Every Time

Many a baker has told us that of all the good qualities in Gooch's Best Flour, they like its "IDENTICAL PERFORMANCE" best—because it makes it so easy to produce good bread every time.

Gooch mills a number of top quality flours. Among them is one that will meet your requirements and give you "Identical Performance" every time.

For The Flour You Need, Rely On

GOOCH'S BEST FLOURS

*Identical
Performance*

GOOCH MILLING & ELEVATOR CO. LINCOLN, NEBRASKA

Daily Capacity 6,000 Cwts.

Elevator Space 4,000,000 Bus.

Worth Looking Into



New Products New Services New Literature

This reader service department announces the development of new and improved products, new services and new literature offered by manufacturers and suppliers. Claims made in this department are those of the firm concerned. Use the accompanying coupon to obtain the desired information.

No. 4442—Equipment For Bread Wrapping

Pollock Paper Co. is now offering the baking industry all the materials and equipment necessary to wrap bread and other baked foods in both "Poly-Seal" polyethylene and "Plio-



film." "Poly-Seal" polyethylene, a medium density cast film produced by Pollock, is being extruded to a new high level of consistency and quality with uniform gauge and maximum clarity, all achieved through the use of precision electronic controls on

Pollock designed extruders. Pliofilm, a product of The Goodyear Tire & Rubber Co., is now available through Pollock in a special grade known as 65 BG for baked foods packaging. New 65 BG Pliofilm has been approved for food packaging by the U.S. Food & Drug Administration under the revised amendment to the Food, Drug & Cosmetic Act. For details, check No. 4442 on the coupon, clip and mail.

No. 4443—Bands, Labels for Bread

To complete the program of packaging in the new plastic films, Pollock Paper Co. has available Super Sell-O-Bands, Spot-Lite Labels and simplified machine conversion units. Pollock Super Sell-O-Bands are specially coated, positive sealing inserts. Super Sell-O-Bands save on the cost of both film and bands by allowing the use of the cut-off with minimum bottom lap. Pollock Spot-Lite labels perform exceptionally well, it is claimed, with the new plastic films, and the Jumbo size, either rectangular

Send me information on the items marked:

- No. 4442—Wrapping
- No. 4443—Bands
- No. 4444—Coating
- No. 4445—Cleaner
- No. 4446—Sheeter
- No. 4447—Weighing
- No. 4448—Divider
- No. 4449—Grease

- No. 4450—Container
- No. 4451—Catalog
- No. 4452—Chart
- No. 4453—Marking
- No. 4454—Truck
- No. 4455—Bulletin
- No. 4456—Mixing

Others (list numbers)

NAME

COMPANY

ADDRESS

CLIP OUT—FOLD OVER ON THIS LINE—FASTEN (STAPLE, TAPE, GLUE)—MAIL

FIRST CLASS
PERMIT NO. 2
(Sec. 34.9,
P. L. & R.)
MINNEAPOLIS,
MINN.

BUSINESS REPLY ENVELOPE

No postage stamp necessary if mailed in the United States

POSTAGE WILL BE PAID BY—

The American Baker

P. O. Box 67

Reader Service Dept.

Minneapolis 40, Minn.

lar or contour shape, is especially recommended. The increased surface of the Jumbo size gives a tight end closure and prevents burning holes in the film. Check No. 4443 on the coupon, clip and mail for details.

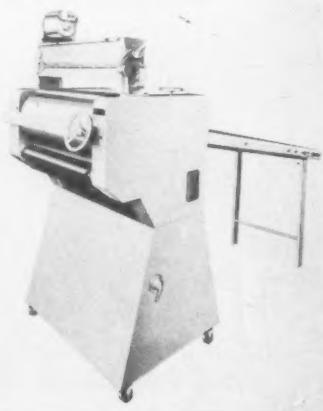
No. 4446—Continuous Dough Sheeter

This continuous dough sheeter is "Anets'" heavy-duty DS-17 type, made by Anetsberger Bros., Inc. It reportedly sheets richest quality doughs with rarely any punishment to the most delicately textured doughs. Bakers may now specify a choice of either the standard drive for selected speeds up to 56 ft. per min., or the new hydraulic drive for

ponents, Inc. The system can be used to batch-weigh two, three, four or more ingredients in programmed sequence, in any desired proportions. Once system parameters have been programmed, operation is fully automatic. An important feature of system design is the use of unitized, "pre-engineered" components. Feed and discharge devices, weigh hoppers and weight transmitters are individual equipment packages; they are unit assemblies that can be interchanged with building-block simplicity. As a result, functional configuration is exceptionally flexible, permitting construction of a job-matched system without engineering complications. Check No. 4447 on the coupon, clip and mail for details.

No. 4444—Teflon Product Coating

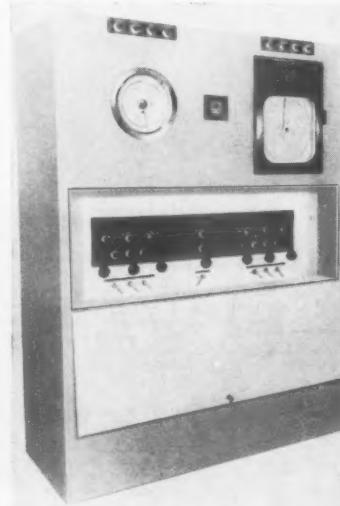
Teflon coating, a DuPont-developed process by which a thin film of Teflon may be deposited on the surface of most metallic and some non-metallic objects is now available through Cadillac Plastics & Chemical Co. The coating is said to be of use in such fields as bakery mixing, handling and storing equipment, including dough rollers, among others. The coating is applicable to single parts or production runs. The Teflon coat follows accurately the contours of the part being coated, and is claimed to make possible the extension of Teflon protection to irregularly shaped parts and to internal surfaces to which it would be impossible to bond sheet, strip, tube or other solid Teflon forms. The company claims that Teflon coating of metal parts combines the strength of the metal with most of the advantages of Teflon, and the cost saving over solid Teflon parts may often be significant. For details, check No. 4444 on the coupon, clip and mail to this publication.



a substantially greater speed ranging from 0 to 60 ft. per min. Large diameter stainless steel rollers are mirror-smooth and adjustable by means of rigid screws mounted at both sides of large rollers to insure uniform thickness across the full width of the sheeted dough. Corrosion-proof flanges are also featured, along with non-corrosive scrapers that are perfectly aligned and swing with rollers while adjusting for thickness of dough. The motorized flour duster has variable flow adjustment from fine fog to heavy dusting. This virtually eliminates dusting flour except on in-feed roller. It is powered by a $\frac{1}{4}$ h.p., vari-drive motor. Address: For details, check No. 4446 and mail coupon.

No. 4447—Batch Weighing System

A new bulk-materials batch-weighing system for use in multi-ingredient product formulation has been developed by Weighing & Control Com-

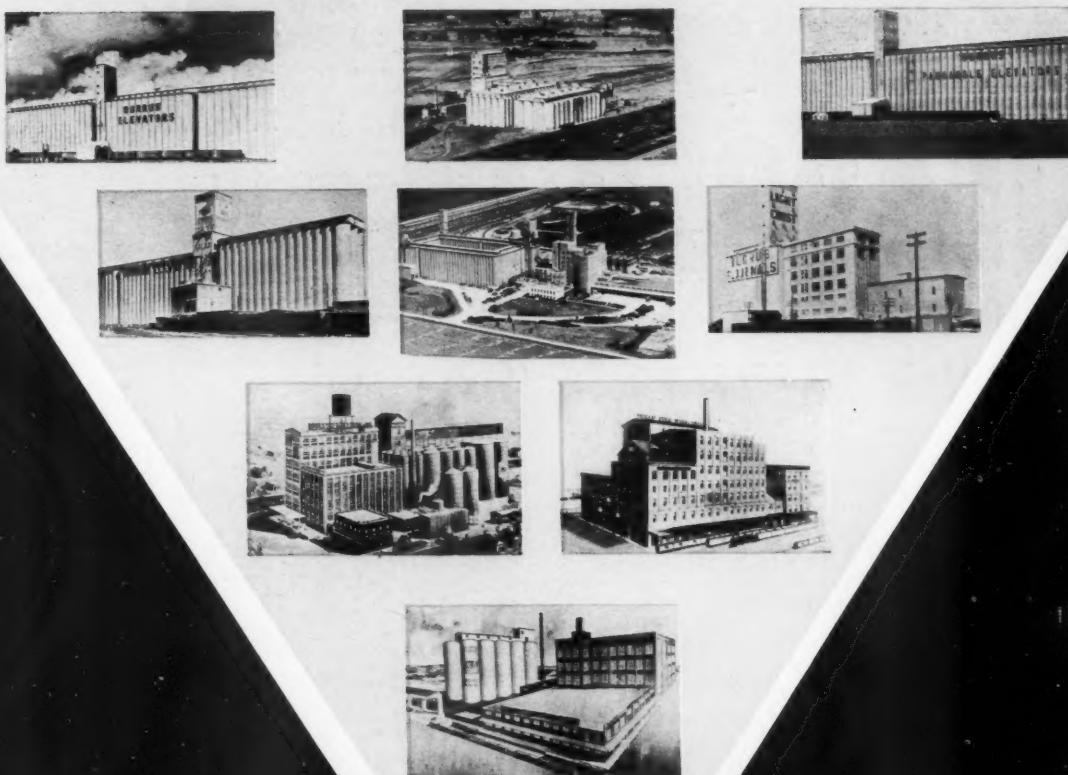


No. 4445—Cleaner For Food Plants

The Diversey Corp. announced that its research department has developed "Diton," a new chlorinated equipment cleaner for use in food plants. Diton is a powerful chlorinated cleaning compound which produces more sanitary surfaces than ordinary cleaners, it is claimed. It creates a thick layer of suds that lasts even when the wash solution is heavily loaded with removed contamination. Diversey's research laboratories have conducted extensive tests which have shown that Diton brightens stainless steel surfaces visibly after only a few days' use, usually eliminating stains completely. Check No. 4445 on the coupon, clip and mail for details.

No. 4449—New Type Trough Grease

A new type trough grease is now marketed by Mallet & Co. for easy dough handling. It is manufactured in the desired viscosities required for its use either in a spray gun or for hand or brush application. It efficiently coats and cleans the interior of dough troughs and hoppers and is guaranteed not to gum, oxidize, become rancid, discolor the dough, cause odor, leave a taste, or contain any mineral oil. Mallet's new trough grease eliminates rusty troughs and residual buildup, and is said to be more economical. It is furnished in 410-lb. net fiber drums. Check No. 4448 on the coupon, clip and mail for details.



THE BROADER
THE SOURCE OF
SUPPLY
THE
BETTER THE
WHEAT!

This is the secret of the constant uniformity you always find in Morten Milling Company's family of fine flours: variety and magnitude of premium wheat supply. It is known that the quality of wheat varies from year to year in all areas; one year it will be top quality in a given area, the next year it will not. This is no handicap to Morten Milling Co. for its far-flung grain elevator system gives it such a vast geographical area from which to select its wheat that maintaining uniform excellence is no problem. First choice — always — on premium wheat — that's the story of successful baking flour, and the story of Morten Milling Co.

MORTEN MILLING CO.
DALLAS, TEXAS

A Division of Burrus Mills, Incorporated



SHORT PATENT



WHOLE WHEAT



DRINKWATER
REGULAR SEMI-SHORT
WHOLE WHEAT



WHOLE WHEAT



HI-GLUTEN

MOLASSES

FOR ALL YOUR
BAKING NEEDS

For nearly a century, MOLASSES has been our business . . . and over the years, we have developed the finest varieties of baking molasses.

Our Technical Staff and Laboratories are constantly developing new ideas and formulas to help bakers increase their sales of baked goods. This service is yours on request.

If you have not already received your copy of our booklet of 95 tested formulas—"BAKING MOLASSES . . . that made MOLASSES flavor famous"—write us today; we'll be glad to send you one.

Order your molasses requirements from our nearest office . . . for prompt, direct delivery.

Stocks carried at strategic points in the U.S. and Canada.

Packed in 5-, 15-, 30-, and 55-gallon drums.

AMERICAN MOLASSES COMPANY

Packers of all grades of Molasses and Syrups

Dept. BM

120 WALL STREET, NEW YORK 5, N. Y.

Plants at: Brooklyn, N.Y.
Boston, Mass.
Chicago, Ill.

Los Angeles, Calif.
New Orleans, La.
Wilmington, N.C.

BUY and SELL through WANT ADS



TODAY'S MODERN BULK FLOUR MILL

WEBER'S BULK FLOUR PLANT, pictured at the left, is an integral part of today's modern flour mill. The process of converting the milling industry from sacks to bulk requires modern bulk flour storage and handling facilities to replace the old sacked storage warehouse.

**THE WEBER FLOUR MILLS CO.
SALINA, KANSAS**

No. 4450—New Wesson Oil Container

Wesson is now available in 2-gallon containers for the first time, it was announced by Wesson Oil & Snowdrift Sales Co. This packaging innovation provides new convenience in baking when comparatively small quantities of pure vegetable oil are



used. It gives the baker the advantage of a lighter weight container which is easier to lift and easier to pour. Like its associate, the 5-gallon size, Wesson's new convenient package features the spill-proof Pour-O-Scope which virtually eliminates all waste. Wesson points out that the 5-gallon container will continue to be made available to bakers where weight is no factor. The 2-gallon can has a net weight of 15.4 lb., as opposed to 38.5 lb. for the larger size. Check No. 4450 on the coupon, clip and mail for details.

No. 4448—Divider Oil for Bakers

As newest addition to its line of ingredients and lubricants for the baking industry, Mallet & Co. now has available a 100% all-vegetable divider oil. Containing absolutely no mineral oil, it is a clear liquid oil, full-bodied, virtually tasteless, non-oxidizing, and does not gum up in the

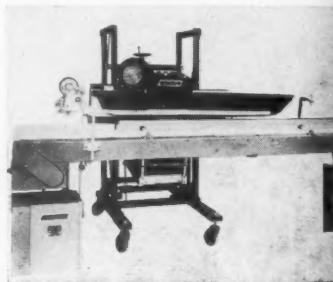
divider. It works successfully in all types of dividers, including the Model K machine, and in bun machines. It has better lubricating value resulting in considerable economy of use and longer life to the wearing and contact parts of the equipment. Mallet's new divider oil is available for immediate shipment in 415-lb. net non-returnable bunghole steel drums. Check No. 4448 on the coupon, clip and mail for details.

No. 4451—Catalog On Filling Equipment

A new 8-page, three-color, 8½ by 11-in. illustrated catalog (AC-60) describing Colton, Colton-Hope and Colton-Alpha filling equipment for the food industries is now available from Arthur Colton Co. Colton equipment described in the catalog includes automatic metal and plastic tube fillers, closers and crimpers for pastes, creams and liquids; single, twin and multiple liquid fillers, and single-operation fillers, closers and crimpers. Check No. 4451 on the coupon, clip and mail for details.

No. 4453—Automatic Code Marking

An automatic code marking attachment for rolls, breads and other soft packages—easily affixed to packaging line conveyors—has been developed by Amsco Packaging Machinery, Inc. Utilizing a Kiwi code unit, the new coder attaches to an Amscomatic conveyor and is designed to operate with either the Model 100 F or 100 FA Amscomatic automatic "Poly Packaging" line. The Amsomatic coding attachment assures the placing of a sharp, clearly legible code of up to four digits on each package coming through the Amsco-

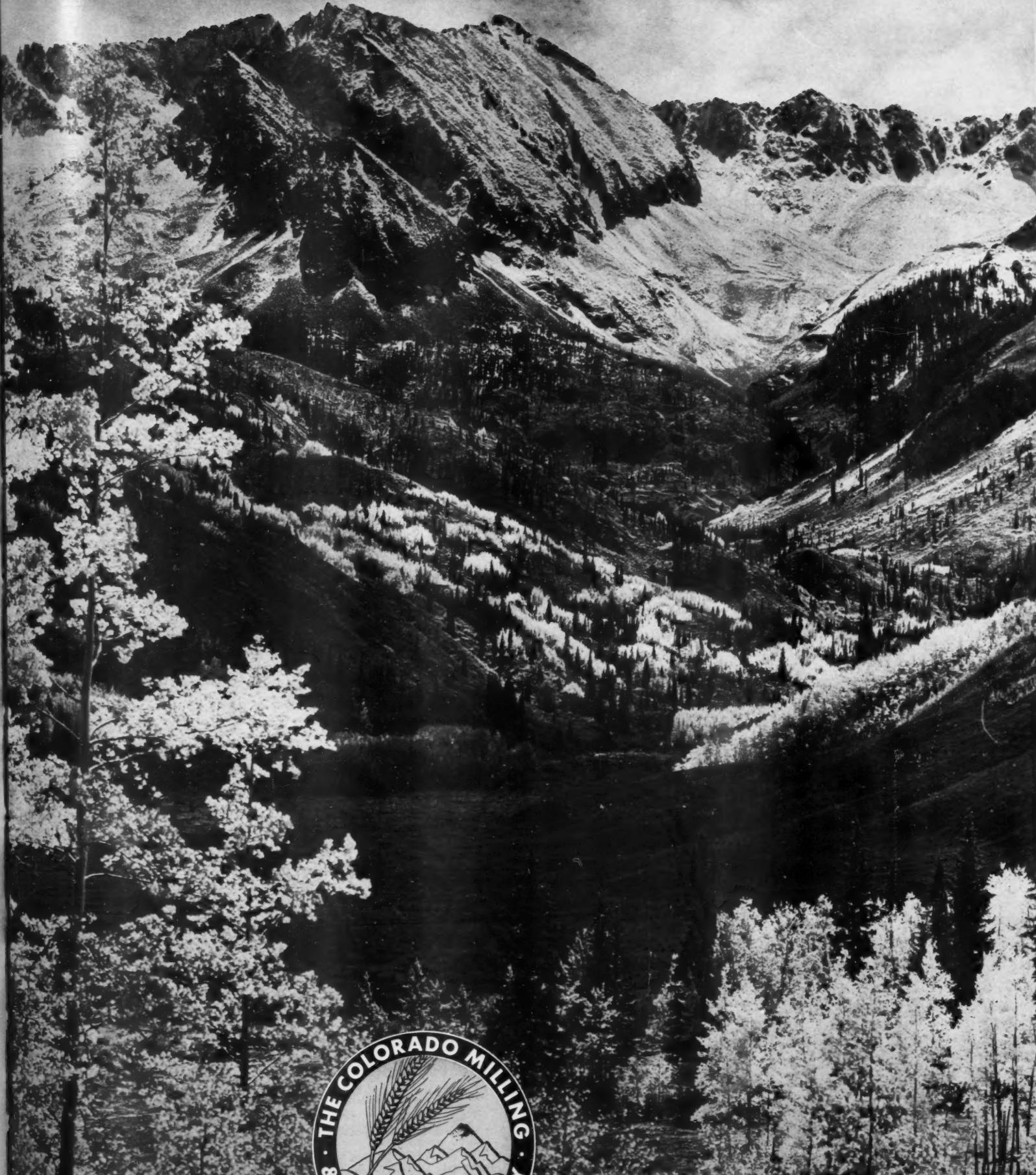


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Amsco-



Peak Performance backed by Superior Service
PIKES PEAK BAKERY FLOURS
The COLORADO MILLING & ELEVATOR CO.
General Office: Denver, Colorado

STAR PEAK NEAR ASHCROFT, COLORADO

matic sealer under normal high-speed production. Free-riding and friction operated, the coder requires minimum maintenance and provides the baking plant with package code dating without any added labor or other costs. Check No. 4453 on the coupon, clip and mail for details.

No. 4452—Wall Chart For Engineers

A reference table of conversion factors for engineers and other executives in wall chart form has been published by Precision Equipment Co. Included are common conversions such as inches to centimeters or watts to h.p., as well as many conversions that are difficult to locate in reference manuals. (Some such examples are atmospheres to Kgs./sq. cm., cm/sec to miles/hr., cu. ft. to liters, microns to meters, quintal to lb. For a free chart, check No. 4452 on the coupon, clip and mail.

No. 4454—Multi-Stop Delivery Truck

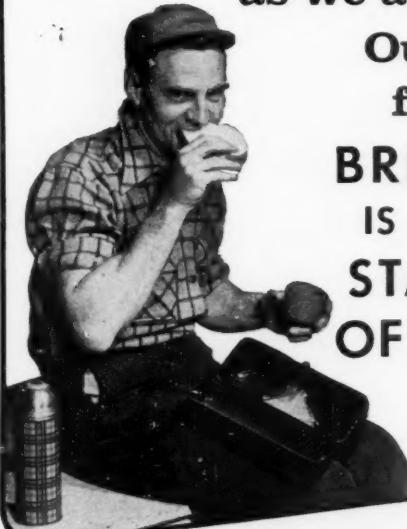
The White Motor Co. has entered the multi-stop delivery truck field with its new White PDQ (for pickup and delivery quickly) series. The new



trucks are designed for adaption to the door-to-door and frequent stop delivery needs of bakeries, among other businesses. Standard features offered include: Unitized body construction with frame structure to support both the body and chassis components built as one unit; fiberglass roof with integral translucent skylite, providing diffused daylight in the truck's load space without danger of water leakage, and removable power dolly, permitting removal of entire front end power assembly as a unit for major engine repair or overhaul. Lightweight fiberglass side panels also will be available as an option on the new White trucks. For details, check No. 4454 on the coupon, clip and mail to this publication.

All Grades
RYE FLOUR
 1000 cwts. Flour—250 cwts. Meal
GLOBE MILLING COMPANY
 WATERTOWN, WISCONSIN

**Be Proud of Your Job
 as we are of
 Ours,
 for
 BREAD
 IS THE
 STAFF
 OF LIFE**



CONSOLIDATED FLOUR MILLS CO.

WICHITA 1.

GRAIN STORAGE
 3,000,000 BU

IN THE
 HEART OF
 KANSAS

KANSAS
 CAPACITY
 7,600 CWTs. DAILY

No. 4455—Bakery Packaging Bulletin

An illustrated new bulletin entitled "Modern Bakeries Demand Modern Packaging Equipment" has been made available by the Hayssen Manufacturing Co. The eight-page folder outlines the advantages of automatically accumulating products from high speed wrappers and wrapping them for shipping in heavy kraft or corrugated papers. The system outlined is completely automatic, assembling the product in predetermined groups, wrapping and labelling them and finally delivering them to the shipping department. The brochure illustrates installations in bakeries and other plants. It contains case history material. Check No. 4455, clip the coupon and mail for a free copy.

No. 4456—Stainless Mixing Arm

The intricately-shaped cast stainless mixing arm pictured was designed by Peerless Bread Machinery Corp. for Baily's, Inc. The mixing arm, designed to impart a "figure-8" mixing action, is capable of mixing 900 lb. straight dough, enough for 600 doz. rolls, in 90 min. It is claimed that the cast stainless mixing blade offers excellent corrosion resistance and that the new agitators will not discolor the mix or introduce metallic impurities into the dough flavor.



The cast stainless is reportedly immune to corrosive attack from organic salts and organic acids produced in the breakdown of sugar and starch, and from the enzyme action of yeast. The blade is pitched to move the dough from left to right and from right to left as it is turned up the front and down the back of the mixing bowl. The working edge of the blade is designed with a slight point to facilitate cutting through the dough and to speed the mixing operation. Peerless mixers are furnished in small and large sizes geared for 27 rpm (single speed) or 20-40 rpm (double speed) to handle various dough mixing requirements. For more information, check No. 4455 on the coupon, clip and mail to this publication.

—BREAD IS THE STAFF OF LIFE—

Corn Refiners Report Record Grind in 1959

NEW YORK—The corn refining or wet-milling industry ground 153,010,863 bu. corn in 1959, the Corn Industries Research Foundation, Inc., announced. This total, an all-time high mark for the industry, substantially exceeds the 1958 grind of 144,077,910 bu., the previous high.

The 11 member companies of the corn wet-milling industry process corn to produce starch, syrup, sugar, oil, feed and miscellaneous by-products for some 60 industries, including baking.

Cooperative Holds Annual Conference

CHICAGO—The American Bakers Cooperative, Inc., of Teaneck, N.J., held its fourth annual production conference at the American Institute of Baking in Chicago. The conference lasted two days and was under the chairmanship of Edward S. Mack, director of production control.

Mr. Mack opened the conference by stating its purpose and the value to be received by active participation on the part of those attending.

Mr. Mack then introduced Howard O. Hunter, president of the American Institute of Baking, who welcomed the members to the institute, and stated the functions and purposes of AIB.

Dr. Robert English, director of education of the institute cooperated with Mr. Mack in planning the program.

The first day of the conference was devoted to a discussion of bread faults, sweet food faults, temperature control, communications, and production faults, caused by malfunction of equipment.

The program for the morning of the second day consisted of a talk and discussion on standards of identity, laboratory procedures and benefits to the production department.

The final afternoon of the conference was given to a round table discussion at which time the members participated in a question and answer period, which was conducted by Mr. Mack.

At your service . . .



Tom Letch put aside his editor's cap with a weekly newspaper in a farming community to join the staff of The Miller Publishing Company. His grass roots knowledge of farming and agricultural marketing gives him a practical approach to the problems that may be confronting you.

Tom's in the Kansas City office—Victor 2-1350, 612 Board of Trade Bldg.

THE MILLER PUBLISHING CO.
 Business Journalist Since 1873

GOOD
BREAD is
the product
of PERFECT
FERMENTATION

No expense will ever be
spared by Anheuser-Busch
to supply the baking industry
with the finest yeast that
science...research...modern
production facilities...and
service can produce.

THE BAKE SHOP Troubleshooter

Cupcakes

Can you give us a recipe for a macaroon coconut cupcake? This cupcake to which we refer has a nice, rich-looking top and is not iced.—M. B., Wis.

I have your request for a macaroon coconut cupcake. I have one for the light cupcakes and one for the chocolate cups. You may wish to try them.

MACAROON CUPS

Beat to a wet peak:

2 lb. egg whites
1 lb. 8 oz. sugar
½ oz. salt

Custard flavor and color to suit

Next fold in carefully but thoroughly:

2 lb. 4 oz. macaroon coconut
2 lb. granulated sugar
2 oz. bread flour

Fill in paper lined cups, about ¾ full. Bake at 370° F.

When baked and cool, finish with crossed double lines of chocolate icing if desired.

CHOCOLATE MACAROON CUPS

Beat until it starts to foam (about 1 min.):

2 lb. 6 oz. egg whites
½ oz. salt

Add:

¼ oz. cream of tartar

When half beaten add, continue beating to a wet peak:

1 lb. 12 oz. sugar

Add:

Vanilla to suit

Sift together and add coconut. Mix together well. Fold this in by hand. Be careful not to overmix:

2½ oz. cake flour
4½ oz. cocoa
2 lb. 4 oz. sugar
2 lb. 5 oz. macaroon coconut

Deposit about 1¼ oz. in paper lined cupcake pans.

Bake at about 375° F.

Muffins

I have had a request for English muffins. I have tried some formulas without much success, and would appreciate a good formula.—H. E., Wash.

I have your request for a recipe for making English muffins. Try this one.

ENGLISH MUFFINS

Butter Flavor Formula

Place in mixer in the order listed:

8 lb. water (amount variable)
2 oz. salt
6 oz. yeast
8 oz. margarine for baking
2 oz. sugar, dextrose or malt
6 lb. 4 oz. soft wheat, unbleached
6 lb. 4 oz. bread flour, unbleached

Give full mixing at fast speed to develop well. Have dough at 82° F.

Let dough come up to one full rise, almost ready to drop. With half soft wheat flour this is usually sufficient fermentation, however regulate fer-

mentation accordingly for method best suited to the flour.

If dough is too young, muffins may shrink; if dough is too old, muffins may dry too quickly. Give muffins only about ½ to ¾ proof.

Doughnuts

Do you have a formula for yeast-raised doughnuts using a pre-mixed stock?—B. B., Ohio.

The accompanying formula I am certain will produce excellent doughnuts.

POTATO FLOUR YEAST-RAISED DOUGHNUTS (Using Stock)

Formula for Stock

Cream together:

10 lb. shortening
8 lb. potato flour

Add:

7 lb. sugar (sucrose or dextrose)

Mix in:

2 lb. whole eggs

Then add gradually:

6 lb. water

Formula for Two Quarts Dough

2 oz. salt
1 oz. milk solids (non-fat)
½ oz. mace

2 lb. 12 oz. above stock

5 oz. yeast

2 qt. water

6 lb. bread flour (variable)

1 lb. cake flour or pastry flour

Lemon flavor to suit.

Set a soft dough at 84° F. Let raise for 1 hr., punch and rest for 15 min. Take to bench. Cut out the doughnuts and proof. Fry at 360°

365° F. Then glaze the doughnuts in a thin icing or cover with granulated sugar.

Doughnuts

Is there a good formula for hand-cut doughnuts. We could use one.—B. A., Neb.

Try these, and I feel sure you will be satisfied with the results.

CAKE DOUGHNUTS (Hand Cut) No. 1

Cream together:

3 lb. powdered sugar
8 oz. shortening
½ oz. nutmeg
2 oz. salt
Vanilla and lemon extract to suit

Add:

2 lb. 4 oz. egg yolks

Stir in:

4 lb. milk

Sift together, add and mix in until smooth:

4 lb. bread flour
6 lb. cake flour
6 oz. baking powder

Fry at 380-385° F.

CAKE DOUGHNUTS (Hand Cut) No. 2

Cream together:

1 lb. 4 oz. granulated sugar
4 oz. shortening
¾ oz. salt
¼ oz. nutmeg
Vanilla or lemon extract to suit

Add:

12 oz. whole eggs

Stir in:

1 qt. milk

'TROUBLESHOOTER' BOOK AVAILABLE

★

From his many years of experience as a practicing baker and production expert, A. J. Vander Voort has compiled a book of "trouble spots" which is now valued highly by many bakers. "The Bakeshop Troubleshooter" book, now in its eighth printing, classifies hundreds of everyday problems and their solutions. For \$2.00 the baker can have at his fingertips a quick source of information for discovering his problems and solving them. Copies may be purchased from The American Baker, P.O. Box 67, Minneapolis 40, Minn.

Sift together, add and mix in until smooth:

4 lb. 8 oz. cake flour
2 oz. baking powder
Fry at 385° F.

Note: These doughnuts may be made more tender by sifting 4 oz. powdered sugar in with the flour and baking powder.

BREAD IS THE STAFF OF LIFE

GMI Declares Dividend

MINNEAPOLIS—The board of directors of General Mills, Inc., has declared a quarterly dividend of \$1.25 per share on 5% preferred stock payable April 1, 1960, to stockholders of record March 10, 1960.

This is the 82nd consecutive quarterly dividend on the firm's 5% preferred stock.

Got a Problem?

Use this coupon to tell your troubles to A. J. Vander Voort, nationally known production authority, head of the Dunwoody Baking School, technical editor of The American Baker. He will answer and analyze production problems without cost to you:

(Send samples of baked foods to A. J. Vander Voort, Dunwoody Industrial Institute, Minneapolis.) Address letters to:

P.O. Box 67, Minneapolis 40, Minnesota

How does tradition make a difference in flour?

For over 75 years Russell-Miller has been an industry leader in making flour. How does this tradition really help you produce better baked goods?

ADVANCES in baking are coming thick and fast. Both retail shop bakers and large wholesale bakers are adopting more efficient methods and machinery to produce tasty, nutritious goods at the lowest possible cost in order to compete with other food producers.

Consequently, you, as a flour buyer and baker, need exact flour varieties with consistent, unvarying analysis, time after time. Uniformity is an increasingly important ingredient in bakeshop procedure and in flour requirements.

Russell-Miller's more than 75 years of top milling experience means we have acquired the skill to give you such flour. Our mills are strategically located in the best wheat growing areas—in the Northwest, the Central States, the East and the Southwest. Here we select and store in the great elevator capacity available to us, the choicest wheats. Thus, we have a ready-at-hand supply of just the right wheats for milling the quality flours you need to produce the top-notch baked goods your customers demand.

Over seventy-five years of working with the baking industry has taught Russell-Miller to understand your needs and interests. And, just as important, these years have helped Russell-Miller grow into a milling concern of a size and capacity that allows us to really *do* something about our desire to serve you well.

We maintain the latest machinery and methods known to milling. The quality of every sack of Russell-Miller

Flour is rigidly controlled. That's why bakers usually rely on Russell-Miller Flours when they bake experimentally to set standards for their line. The majority of the premium breads on the market today were developed with and continue to be baked from Russell-Miller Flours.

We send specialists every year into the heart of the wheat growing areas in advance of the harvest to collect wheat samples which are experimentally milled. Result? We know exactly which wheat to buy for the exact type and quality of flour you need.

Just as you judge your friends on the basis of honesty, sincerity, genuine interest in you and their desire to do good—so you should judge and choose your flour miller.

For more than 75 years Russell-Miller has had a tradition of interest in you and the future of your industry. Here's just one example. Russell-Miller gives technical and, in some cases, financial support to private and governmental wheat improvement groups throughout the country. This we do in an effort to see that the best possible wheat is grown to supply the baking industry with the best possible flour.

In short, for more than three quarters of a century Russell-Miller has looked on its position of leadership as obligation to do everything possible to answer all of your needs with the best flour. That's where tradition makes a difference in the flour you buy.

RUSSELL-MILLER Milling Co.

specialists in the milling of fine flours

MINNEAPOLIS 15, MINNESOTA. Millers of Occident, American Beauty, Producer, Powerful and other superb Hard Spring, Hard Winter and Soft Wheat Bakery Flours.

'Man at Work—'



PRESIDENT—Dick Schoep, Choice Foods, Inc., Minneapolis, as president of the Minnesota Allied Trades of the Baking Industry, is "top man" this year responsible for making certain that the association fulfills its purpose in serving the baking industry. With the Minnesota group's annual "Bosses Night" banquet successfully out of the way, Mr. Schoep's next project is the Minnesota Bakers Assn.'s annual convention to be held in Minneapolis May 2-3. He is a graduate of the Dunwoody School of Baking; a 20-year member of the American Society of Bakery Engineers; a member of the Chicago Bakers Club; of the national ATBI, and was program chairman of the 1959 Minnesota ATBI which assisted with the Minnesota bakers' convention in drawing a record attendance. He is also a member of the Zuhrah Shrine band, is a Scottish Rite Mason and a member of the Lake Harriet Lodge in Minneapolis, as well as being a member of St. Stephen's Episcopal Church in the Minneapolis suburb of Edina.

ASBE

(Continued from page 5)

Co., Denver, who will talk on "Formulation and Production of Soft Cake." This will be a study of proper formula "balance" and formulation methods to meet present day market requirements.

Small Cakes

"Production of Small Cakes" will be described by O. D. McKee, McKee Baking Co., Collegedale, Tenn. Methods for efficient production of these increasingly popular items will be discussed.

"Chocolate Products in Baked Foods, Icings and Coatings" will be discussed by Joseph De Groot, Blumenthal Bros. Chocolate Co., Philadelphia.

Morning Session

The morning session will close with a paper on "The Use of Dry Egg Solids in Baked Foods" by Cecil F. Pinney, consulting bakery technologist, Los Gatos, Calif. The proper use, advantages and disadvantages of dry egg whites in all types of baked foods will be discussed.

A discussion period will follow immediately after each paper.

CONTINENTAL

(Continued from page 3)

during the previous year on each of the 1,686,339 average shares outstanding during the year 1958.

"All divisions of Continental were operated profitably during the year 1959 except the Omar retail division. Needed expenditures for fixed assets and to improve operating maintenance and the effort needed to rehabilitate the organization were greater than we anticipated when we acquired Omar on Nov. 29, 1958," said Mr. Laughlin.

During the year 1959 the regular dividend of \$5.50 was declared on the preferred stock, amounting to \$704,000. On the common stock regular quarterly dividends of 55¢ a share were declared, making the total for the year \$2.20 on each share. Total of dividends declared out of earnings for the year 1959 was \$4,824,689, or 51.75% of net profit.

Depreciation during the year 1959 amounted to \$5,494,295. Over three-quarters of the excess of expenditures for fixed assets over depreciation was to enlarge the capacity and facilities of two bakeries and to bring to needed efficiency and operating standards facilities acquired late in the year 1958.

In his report Mr. Laughlin explained the nature and purpose of the Economics of Distribution Foundation, sponsored by several major baking companies to seek, jointly with officials of unions representing bakery sales drivers, mutually acceptable solutions to what he termed the "many serious and costly problems of distribution facing the industry arising from the revolutionary changes in size, ownership and nature of the grocery business which have occurred in recent years."

He cited an increasingly cooperative attitude on the part of representatives of the bakery sales drivers, and their willingness to work with management to find such solutions. "We feel confident," said Mr. Laughlin, "that continued progress will be made in this regard, and that from such cooperation labor relations in

Harold H. Rohrs Named Controller

KANSAS CITY—The appointment of Harold H. Rohrs as controller of the C. J. Patterson Co. here, has been

announced by Robert M. Patterson, president. Mr. Rohrs has been with Montgomery Ward & Co. for the past 14 years, the last 10 in the Kansas City regional office. He held the position of special assistant to the controller at the time

of his resignation to accept the controllership of the Patterson Co. At the Patterson Co. he succeeds Marvin Hess, who recently was named manager of the company's Kansas City, Kansas, Holsum Bakery.

A native of Kansas City, Mr. Rohrs is a graduate of Northeast High School and Kansas City College of Commerce. He also has a degree in accounting and business management from the University of Washington, where he was graduated in 1946.



Harold H. Rohrs

the industry will improve."

Mr. Laughlin continued: "Unfortunately, other areas remain where sharply conflicting views still exist between management and the unions in the industry. One particular source of friction has been the demand, by some union locals, for a reduced workweek for bakery sales drivers and inside production workers.

"For several years the company has been operating some of its bakeries on a five-day workweek basis for bakery sales drivers and, therefore, based upon the bad experience which it has had, your management felt compelled to take strikes in Cedar Rapids, Davenport, and Sioux City, all in the State of Iowa, rather than grant the demand for a five-day workweek by bakery sales drivers in these cities. The strikes were long and costly, closing the Davenport and Sioux City bakeries 75 days each and the Des Moines bakery and the Cedar Rapids agency for 30 days each. The same issue closed our cake agencies at Beaumont and Houston, Texas, for 14 days each. Your company and the other baking companies affected in each area subsequently resumed operations on the former basis of a six-day workweek.

"In Oklahoma City, Okla., and Omaha, Neb., three of our bakeries were closed approximately 15 days each by strikes of inside production workers involving the issue of a reduced workweek of less than the existing 40 hour week. These strikes also were settled without any reduction in the workweek.

"A strike by production workers in Webster City, Iowa, closed the production facilities of our Morton Frozen Foods Division for three weeks. A dispute with the bakery sales drivers' union in Youngstown, Ohio, closed our bakery for 10 days. The issue in both of these work stoppages was wages.

"All of these work stoppages, together with the impact which the steel strike had on our operations in several important markets, naturally had a very serious adverse effect on your company's earnings for the year 1959," Mr. Laughlin concluded.

—BREAD IS THE STAFF OF LIFE—

Advertising Manager Named by Glidden

CLEVELAND—Appointment of George F. Greve, Jr., as advertising manager of the Glidden Co.'s Durkee Famous Foods Division was announced by Harvey L. Slaughter, vice president of the company and general manager of the division. In his new capacity with Glidden, Mr. Greve will handle all phases of advertising and promotion for Durkee food products. He will report to Frank J. Daniels who was recently appointed director of marketing for Durkee.

Prior to his appointment as assistant advertising manager for the Durkee Famous Foods in 1959, Mr. Greve was an account executive with the advertising firm of Fuller & Smith & Ross, Inc., for seven years.

A 1943 graduate of Washington and Jefferson College, Mr. Greve also holds degrees from Harvard Business School and Cleveland Marshall Law School. During World War II, he spent three years in the U.S. Navy and holds the rank of Lieutenant Commander in the Naval Reserve.

—BREAD IS THE STAFF OF LIFE—

OFFICE MOVED

NEW YORK—St. Regis Paper Co. announces that the regional and district office of its bag division has moved from 17 North 4th St., Columbus 15, Ohio, to 2256 East Main St., Columbus 9, Ohio, as of Feb. 29.

POTOMAC

(Continued from page 6)

rather than the present money basis; adjusting salesmen's time off the street to fit modern opening and closing hours of supermarkets; and the possibility of paying salesmen a lower commission but with a higher guarantee.

Mr. Laughlin also suggested examination of "other" delivery methods, such as dock delivery in which retailers themselves pick up merchandise; warehouse delivery in which bakers deliver to warehouses of the chains, cooperatives or independent distributors; and store drop-off delivery.

Bakery Hostess

Miss Hovell's subject was "Your Bakery Hostess."

She said that the operation of a successful retail bakery is based on quality, variety and service. She questioned whether service has received as much attention as the other two factors.

"You can buy the best ingredients—prepare and bake your products with care . . . but . . . these products must be sold or they are no good to you. Your sales volume is determined directly by the efficiency of your salesgirls—the hostesses in your bakery."

After her address, Miss Hovell presided as chairman of a panel to discuss specific questions about retail bakery salesgirls. Participating on the panel were: Mrs. Ethel Birk, Birk's Bakery, Hyattsville, Md.; Mrs. Grace Danek, Danny's Pastry Shops, Washington; Mrs. Fred W. Koenig, Koenig's Bakery, Baltimore, and Mrs. Catherine Arbaugh, Silber's Bakery, Baltimore.



Frank McBride

SALES MANAGER—Clifton R. Scarborough, S. Gumpert Co., Inc., New York, announces the appointment of Frank McBride to divisional sales manager for bakery products in the Midwest division of S. Gumpert Co. Mr. McBride will direct the sales of eight Gumpert salesmen out of the Chicago, Ill., branch office. He takes over the duties formerly performed by Russ Watkinson, who has recently moved into the headquarters offices as director of service. Mr. McBride formerly served S. Gumpert as its Cleveland and Northern Ohio salesman, having been with the company for the past five years.

New 'Granu-Flow' Bulk Rail Car Put on Exhibit in Minneapolis

MINNEAPOLIS—Five years of research and experimentation were culminated recently when Minnesota International Transportation Corp. and Interail Holdings displayed the "Granu-Flow" bulk rail car at the Great Northern Depot here, before industrial and traffic officials from all parts of the U.S.

One official of the Minneapolis development group expressed high hopes for the "Granu-Flow" car in granular materials such as flour, sugar, starch and chemicals.

The car is unique in that its entire floor is a fluidizing sheet made of an especially formulated urethane foam. The cellular structure of this plastic foam, which was under development for two years, is formed so that the individual cells act as one-way valves which allow air under pressure to pass through the ruptured wall and into the material to be fluidized. The manufacture of the foam is so precise that only 1.25 lb. air pressure

per square inch is required to fluidize an entire carload of fine granular materials.

A feature of urethane is that when air pressure ceases, the cellular walls close through its entire thickness, thereby preventing any residue of the material which rests on its upper surface from becoming entrained in the foam. Urethane is non-toxic, odorless and highly resistant to abrasion.

Pressure Required

The air pressure required for fluidization is evenly brought to the urethane foam by a network of corrugated vanes in an underlying sheet of acrylo-nitrile plastic. An extensive testing program developed a means of bonding the foam to this sheet in a way that withstands many times the weight and pressure actually put on the fluidizing floor, it is claimed.

Couplings for supplying the neces-

sary air pressure through a centrifugal blower are easily accessible on the outside of the "Granu-Flow" car. Positive clean-out of the car is quickly done by means of a mechanically activated residual bar which sweeps across the fluidizing floor in a smooth and uninterrupted horizontal motion.

One fortunate peculiarity of fluidized material, the developers explained, is that only a slight incline is needed for complete evacuation.

From the center-bulkhead, the floor of the car slopes upward at 6° to both ends of the car. The "Granu-Flor," extending from wall to wall, in a flat plane, is installed on this sub-floor. A suitable blower at the unloading point furnishes low pressure air to a centrally located air inlet pipe, distributing the air to the "Granu-Flor." Air is introduced into the lading over the entire floor area of half the car, aerating the fine granular material to make it fluid in nature and enabling it to flow out the two discharge ports by gravity.

The slope is claimed to give the car greater cubic capacity than equivalent type carriers. Although the exterior dimensions of the

"Granu-Flow" car are the same as the standard bulk rail car, load and unload tests show the "Granu-Flor" has a capacity of 3,151 cu. ft. or 400-500 cubic feet more than conventional hopper carriers.

Six hatches with covers to provide a tight seal against wind and weather are provided in the roof.

For complete final cleanout, the residual activators are operated by an exterior hand crank through sealed bearings. These glide over the activated "Granu-Flor," removing the last vestiges of material.

Fully Insulated

The roof and walls of the car are fully insulated against temperature change with three inches of fiberglass, thereby controlling condensation. The interior walls and ceiling are panelled with plywood and then completely sealed with Archer-Daniels-Midland Co.'s Car-Liner. A full bulkhead divides the car for split loadings, allowing the shipper to carry two grades of material in one car. Permanent ladders are fixed to each side of the bulkhead for access to the hatches.

TRI-STATE BAKERS

(Continued from page 7)

Joseph Creel at Washington, but especially that of Dudley McFadden and the public relations department which he heads. He viewed also the achievements and contributions of the American Institute of Baking, and especially the worthwhile aid of the scientific advisory committee.

Mr. Caster then turned to some practices existing in the baking industry, deplored lack of interest and integrity, the blundering in trying to meet problems, and the practice of so many operators taking action alone without consulting fellow bakers, regardless of harm to markets. He deplored, too, bakers who allow themselves to be pressured into unethical practices. Also warned against operators lending themselves to the promotion of specific brands or labels, instead of developing and promoting their own brand or label. He warned against the present trend of

people seeking something for nothing, reminding that there is a price tag for everything, and referring to "the hungry grab for the federal treasurer."

Secret Discounts

Secret discounts, he said, lead to chaos, and those who practice this are creating consumers of lower prices, and are increasing distribution costs. Members of the industry, he stated, have to learn to talk to each other. "Better to be on speaking terms with competitors," he stressed, "instead of going off on a tangent of your own. It is the height of stupidity for any of our plants to engage in such practices."

Slides Shown

Dudley McFadden, public relations director for ABA, then offered a slide presentation on the Bakers of America Program promotional and

educational work on behalf of the industry.

Justin Wilson of Baton Rouge, La., safety consultant and raconteur, the final speaker, entertained with anecdotes in Cajun dialect, but offered some pointed reminders on safety in bakery operation.

Frem Boustany, past president, resolutions chairman, offered a resolution of sympathy to Past President Ignatius Ancona and his two sons, Dominic and Joseph Ancona, over the death of Mrs. Lena Ancona, who had been active in the association in its early years.

Charles T. Maggio, Baton Rouge, La., past president, as chairman of the nominations committee, presented the slate of officers. All were elected by acclamation.

Regional Division officers chosen were all re-elected: Mr. Parris, president; L. J. Long, Long's Bakery, New Orleans, vice-president for Louisiana; Fred Pollman, Pollman's Bake Shop, Mobile, vice-president for Alabama; Louis Schweizer, Blue Ribbon Bakery, Hattiesburg, Miss., vice-president for Mississippi, and N. F.

DeSalvo of DeSalvo's Bakery, Harvey, La., board chairman.

The 26th annual Tri-State convention entertained its delegates and visitors as its guests on Tuesday afternoon at the Fair Grounds Race Track, where one of the races was dedicated as the Tri-State Bakers Handicap. A floral wreath was presented to the winning jockey. Mr. Goldenberg and John E. Koerner were in charge of arrangements.

The convention closed with its annual banquet and dance, during which the new Tri-State officers and the new allied officers were introduced. William C. Bacher, Bacher Bros. Bakery, was chairman, and Christy Smith handled special entertainment features.

During the allied trades party at the Lakewood Country Club, Mrs. Frank LaNasa was in charge and Mrs. M. J. Meyer, Mrs. Christy J. Smith, Mrs. Carroll DeGeorge, Mrs. Harry S. Redmon, Mrs. Leroy Blount, Mrs. M. H. Heiderich, Mrs. George Weill, Mrs. H. L. O'Bannon and Mrs. John Collins assisted.



Among some of the officers elected at the recent Tri-State Bakers Assn. convention, held in New Orleans are those shown above, left to right: J. Roy Smith, Smith's Bakery, Inc., Mobile, Ala., vice president for Alabama; Carl Goldenberg, Holsum Bakeries, Inc., New Orleans, president; Frem Boustany, Huval Baking Co., Lafayette, La., vice president for Louisiana, and Charles Maggio, Tasty Baking Co., Baton Rouge, who is chairman of the nomination committee.



Among those pictured informally at the recent meeting of the Tri-State Bakers Assn. in New Orleans were, left to right: John A. Luck, Bowman Dairy Co., Dallas; Maurice Brooks, Standard Brands, Inc., New Orleans, and R. R. Taylor, New Era Milling Co., West Monroe La. Mr. Brooks was chairman of the president's suite, and also of the reception and cocktail party held in conjunction with the convention.

Formulas for Profit

Molasses for Flavor—and Taste Appeal

MOLASSES TAFFY CAKES

Mix together for seven minutes on medium speed:

2 lb. brown sugar
4 lb. 4 oz. cake flour
1 lb. 8 oz. shortening
2½ oz. salt
3 oz. baking powder
1¼ oz. soda
2 oz. mixed spices to suit
1 lb. 10 oz. whole eggs
3 lb. milk
3 lb. 8 oz. molasses

Add and mix for 6 min. on medium speed:

1 lb. 4 oz. milk

Deposit into pans of desired size and bake at about 380° F.

This formula may be used for layers, sheets and cup cakes.

MOLASSES FIG LOAF CAKES

Cream together:

2 lb. 8 oz. brown sugar
1 lb. shortening
1½ oz. salt
4 oz. soda
½ oz. cinnamon
¼ oz. ginger
¼ oz. cloves
3 lb. ground figs

Add:

1¼ qt. molasses

Mix together and add:

2 lb. 8 oz. crumbs
3 qt. water

Sift, add and mix in:

7 lb. 8 oz. cake flour

Deposit into greased or paper lined loaf cake pans and bake at about 360° F. When baked and cool, these cakes may be iced if desired, or left plain.

MOLASSES TAFFY COOKIES (Machine)

Mix together on medium speed for 2 min.:

4 lb. 4 oz. brown sugar
2 lb. 4 oz. shortening
1 lb. corn syrup
3 lb. molasses
2 lb. 4 oz. water
2 oz. soda
10 lb. pastry flour
2½ oz. salt
3 lb. 8 oz. macaroon coconut
½ oz. cinnamon
Vanilla to suit

Deposit on lightly greased pans. Bake at about 380° F.

MOLASSES PORK CAKES

Mix together:

3 lb. brown sugar
10 oz. granulated sugar
¾ oz. soda
¾ oz. cloves
¼ oz. cinnamon
¼ oz. nutmeg
¼ oz. allspice

Add:

3 lb. ground seeded raisins
3 lb. ground pitted dates

Then add slowly:

1 lb. 4 oz. whole eggs

Add gradually and mix in well:

3 lb. 12 oz. ground salt pork mixed in
3 lb. hot water

Stir in:

1½ qt. molasses

Sift together, add and mix in until smooth:

6 lb. 12 oz. cake flour

2½ oz. baking powder

These cakes have to be scaled somewhat heavier than ordinary layer cakes, due to the amount of dates and raisins they contain. A 7-in. layer should be scaled about 12 oz. Bake at 375° F. When baked and cool, ice the cakes with the following icing:

Raisin Icing

Beat until stiff:

10 lb. powdered sugar
1 lb. corn syrup
1 pt. egg whites
1 pt. water
½ oz. salt
½ oz. cream of tartar

Then mix in:

4 lb. 8 oz. ground seeded raisins
A little lemon juice may be added if desired. The addition of a little cinnamon makes a nice variation. The icing may be thinned down with a little water if desired.

MOLASSES BRAN MUFFINS

Cream together:

1 lb. 12 oz. granulated sugar
1 lb. 8 oz. shortening
1 oz. salt
¾ oz. cinnamon
1 oz. soda

Add:

½ pt. molasses

Add gradually:

12 oz. whole eggs

Then add:

1 lb. 8 oz. currants
1 lb. 4 oz. chopped nuts

Sift and mix in until smooth:

3 lb. flour

Scale the dough into 20 oz. pieces. Make up into long strips about the size of a pie rolling pin. Divide into 20 pieces by using a scraper or knife. Place on lightly greased pans. Press down with a rock stamp and then wash with an egg wash. Bake lightly at about 360° F.

MOLASSES CRUMB PIE

Mix together:

5 lb. boiling water
7 lb. 8 oz. good molasses
2½ oz. soda
½ oz. cinnamon
1½ oz. salt

Put this together and let set until the foam is all off the top. Stir a few times while cooling down.

The following is the formula for the crumbs or streusel.

MOLASSES COOKIES (Machine Cut)

Cream together:

6 lb. granulated sugar
4 lb. shortening
8 oz. salt

Add:

1 lb. 8 oz. bran

Bake in greased cup cake or muffin pans at about 380° F.

MOLASSES CRUMB PIE

Mix together:

5 lb. boiling water
7 lb. 8 oz. good molasses
2½ oz. soda
½ oz. cinnamon
1½ oz. salt

Put this together and let set until the foam is all off the top. Stir a few times while cooling down.

The following is the formula for the crumbs or streusel.

Stimulate Bakery Sales with Molasses

High grade molasses offers an excellent source of flavor which enhances the tastiness of bakery foods in which it is used. Flavor and taste are the most important factors in the sale and consumption of these foods.

The flavor and aroma of molasses blends ideally with many other ingredients used in the preparation of bakery foods. Molasses and spice are a natural. Blended with coconut, dried fruits, nut meats, crumbs, etc., it produces excellent combinations that appeal to nearly everyone.

The sugar content in a high grade molasses runs about 66% to 73%. A portion of this sugar is known as invert syrup. This syrup is hygroscopic, which means that it will retain and draw moisture. Thereby, the products in which molasses are used will retain their freshness for a longer period of time.

The quality of molasses is quite variable. There is a considerable range in price. However, the baker should purchase only the highest grade to obtain maximum results. Low grades of molasses may have a bitter flavor which is undesirable. They also are very dark in color.

As far as cost is concerned, the amount of molasses used is a minor factor. Judged by the important part it plays in the eating quality, there is just one answer, "Use the best."

Molasses is found in nearly every housewife's kitchen. There must be a good reason for this. She knows what pleases her family and thus makes excellent use of this ingredient in preparing various foods.

When displaying bakery foods in the window, it is an excellent idea also to feature a display of molasses in containers labeled with a nationally known brand name. This will be an added inducement for the passerby to stop in and purchase some of these products.

Start your promotion at once and cash in.

6 oz. cinnamon
1 lb. soda

Add:

2 gal. good molasses

Stir in:

6 lb. water

Sift together and mix in:

36 lb. pastry flour

3 lb. granulated sugar

Mix together:

3 lb. granulated sugar

1 lb. shortening

8 oz. butter

¾ oz. salt

6 lb. cake flour

First make up a number of 9 in. pie shells. Then fill them with 5½ oz. of the above syrup. Place 3 oz. of the crumb mixture on top. Then add 3½ oz. syrup and sprinkle 6½ oz. crumb mixture on top. The pies should then be allowed to stand for about 45 min. before placing them in the oven. Bake at about 380-390° F.

Note: The crumbs should have plenty of time to absorb the syrup. Do not bake the pie shells before filling them.

MOLASSES CREOLE CREAM PIES

Cream together until light:

8 oz. butter
8 oz. shortening
1 lb. 4 oz. granulated sugar

Add gradually:

2 lb. 4 oz. whole eggs

Then stir in:

1 lb. 10 oz. good molasses

2 lb. honey

Then add and stir in thoroughly, the juice and grated rind of:

4 lemons

Pour into unbaked pie shells and bake similar to custard pies. The oven temperature should be about 340° F.

Note: As this filling is very rich it is preferable to use small pie pans.

MOLASSES CINNAMON CAKES

Mix for about 3 min.:

3 lb. cake flour
1 lb. 8 oz. emulsifying type shortening
12 oz. butter

Sift together and add:

6 lb. granulated sugar
2 lb. cake flour
3 oz. salt
½ oz. soda
2½ oz. baking powder
3 oz. cinnamon

Then add and mix for about 3 min.:

2 lb. 12 oz. milk

Add and mix in for about 3 min.:

2 lb. 8 oz. whole eggs

Then add and mix in for 3 min. more:

1 lb. 8 oz. molasses

2 lb. 4 oz. milk

Note: Scrape down the bowl and mixing arm several times during the mixing procedure.

Deposit into layer cake pans of desired size and bake at about 375° F. When baked and cool, cover the cakes with boiled icing. As soon as the cakes are iced, dust a little cinnamon over the tops.

MOLASSES SPICE BAR CAKE

Cream together:

1 lb. 4 oz. granulated sugar
1 lb. 4 oz. shortening
2¼ oz. salt
4 oz. soda

2½ oz. ginger

2½ oz. cinnamon

¼ oz. cloves

Add:

8 oz. whole eggs

Stir in:

2½ qt. good molasses

Add:
5 lb. 6 oz. water

Then add and mix in until smooth:
10 lb. bread flour

This formula will make two bun pans 18 x 26 x 3 in. Bake at about 380° F. When baked and cool, slice into bars of desired size.

Note: Sometimes the cakes are iced with the following chocolate icing before cutting:

Chocolate Icing

Mix together:
5 lb. powdered sugar
4 oz. corn syrup
½ oz. salt
Vanilla to suit

Add:
1 pt. lukewarm water

Mix in:
12 oz. melted bitter chocolate

Stir in:
4 oz. melted butter

Note: If a fudge type of icing is desired, add about 1 lb. shortening after the butter has been incorporated.

MOLASSES SPICE BARS

Cream together:
10 oz. granulated sugar
¾ qt. molasses
¾ oz. salt

1¼ oz. soda

¼ oz. ammonia

1 oz. cinnamon

¼ oz. allspice

Add:
6 oz. whole eggs

Stir in:
6 oz. milk

Fold in:
3 lb. 8 oz. pastry flour

Then add:
4 oz. melted butter

Mix the dough until smooth.

Roll out to about 3/16 in. in thickness. Cut with an oblong cookie cutter 3½ in. x 1½ in. Place the bars on lightly greased pans. Wash with an egg wash. Then place a walnut, pecan or blanched almond in the center of each bar.

Bake at about 350° F.

MOLASSES MACAROONS

Mix together and heat to about 110° F.:

4 lb. granulated sugar

3 lb. macaroon coconut

1 lb. molasses

6 oz. corn starch

¼ oz. salt

Vanilla to suit

¼ oz. cinnamon

¾ qt. egg whites (variable)

Deposit on paper lined pans, about the size of a silver dollar, using a No. 8 plain tube and canvas bag. Flatten the tops slightly and then bake on double pans at about 330-340° F. Remove from the pans immediately after taking the macaroons out of the oven. When the macaroons are cooled, wash the paper on the bottom and remove the macaroons. Place them together, bottom against bottom, for better keeping quality.

MOLASSES UPSIDE DOWN CAKES

Cream together for about 4 min.:

2 lb. 4 oz. granulated sugar
1 lb. 4 oz. shortening (emulsifying type)

8 oz. butter

1 oz. cinnamon

¼ oz. ginger

¼ oz. nutmeg

1 oz. soda

1½ oz. salt

Add gradually:

4 lb. good molasses

Then add and mix for about 2 min.:

4 lb. 8 oz. cake flour

Then add gradually:

1 lb. 8 oz. whole eggs

Add and mix for about 2 min.:

4 lb. buttermilk

Note: Scrape down the bowl and mixing arm several times during the mixing period.

Deposit 13 oz. to 14 oz. batter into 8 in. pans that are 2 in. high. Grease the pans heavily with the following pan lining:

Pan Lining

Cream together until light:

2 lb. 8 oz. brown sugar

3 lb. granulated sugar

1 lb. 8 oz. shortening

8 oz. butter

8 oz. water

8 oz. corn syrup

1 lb. honey

After the pans are greased, sprinkle chopped walnuts or pecans on top of the lining. Turn the cakes upside down as soon as they are removed from the oven. Bake at about 360° F.

MOLASSES GINGER SQUARES

Cream together:

12 oz. granulated sugar

12 oz. shortening

1½ oz. soda

½ oz. salt

½ oz. ginger

¼ oz. cinnamon

Add gradually:

8 oz. whole eggs

Stir in:

4 lb. 12 oz. molasses

Add:

2 lb. water

Sieve and mix in:

4 lb. cake flour

Deposit 7 lb. 8 oz. of batter in 18 x 26 in. bun pans and bake at about 370° F.

After baking and when cool, ice as desired and cut into 2 in. squares.

MOLASSES COCONUT ANGEL FOOD

Beat together on medium speed:

4 lb. egg whites

1 oz. salt

¾ oz. cream of tartar

Add gradually:

1 lb. high grade molasses

8 oz. granulated sugar

When the mixture holds a crease, add:

Vanilla to suit

Sift together carefully and mix in:

1 lb. 8 oz. good cake flour

2 lb. 4 oz. granulated sugar

Then mix in carefully:

1 lb. shredded coconut

Deposit into pans of desired size and bake at about 340-350° F.

After baking and when cooled, cover the cakes with the following icing:

Molasses Boiled Icing

Boil to 240-242° F.:

4 lb. 8 oz. brown sugar

8 oz. molasses

1 lb. 8 oz. water

Beat until fairly stiff:

1 lb. 8 oz. egg whites

Then add the boiled mixture slowly and continue beating until the icing is stiff.

Then mix in carefully:

8 oz. powdered sugar

After the cakes are iced, sprinkle a little coconut on top.

MOLASSES NOUGAT FRUIT SLICES

Cream together:

1 lb. sugar

Then add and mix for about 2 min.:

4 lb. 8 oz. emulsifying shortening

12 oz. butter

Sift together and add:



A. J. Vander Voort

... technical editor, author of this monthly formula feature and conductor of the Bakeshop Troubleshooter (see page 44) and the Do You Know feature (see page 10), is head of the School of Baking, Dunwoody Industrial Institute, Minneapolis.

10 oz. shortening

¼ oz. cinnamon

¾ oz. soda

½ oz. salt

Add gradually:

6 oz. whole eggs

Stir in:
½ pt. good molasses
¼ pt. water

Add:

6 oz. seedless raisins

4 oz. currants

4 oz. ground peel

4 oz. ground walnuts

Sieve and fold in:

2 lb. flour

Place this mixture in a greased and dusted bun pan and roll out evenly. Bake on double pans at about 350° F. When cool, spread the following mixture on top.

Nougat Topping

Mix together:

1 lb. 8 oz. sugar

4 oz. butter

12 oz. macaroon coconut

10 oz. egg whites

6 oz. honey

3 oz. corn syrup

Place the mixture on a fire and heat to about 120° F., stirring constantly to avoid scorching. Remove from the fire and stir in:

4 oz. fine chopped pecans

4 oz. melted chocolate

Vanilla to suit

The topping should be placed on the cooled sheet while warm so that it will spread readily. When the topping has cooled, cut the sheet into bars of desired size.

MOLASSES COCONUT TAFFIES (Docker Type)

Mix together:

1 lb. 4 oz. granulated sugar

1 lb. powdered sugar

8 oz. shortening

¾ oz. salt

¾ oz. soda

½ oz. cinnamon

Vanilla to suit

Add:

12 oz. molasses

Mix in:

4 oz. whole eggs

Stir in:

12 oz. milk

Then add and mix in until smooth:

8 oz. macaroon coconut

3 lb. pastry flour

Roll the dough into strips about as big around as a half dollar. Cut into slices about ½ in. thick. Place on lightly greased pans. Then flatten with a cookie docker. Bake at 360° F.

MOLASSES SPICE CAKES

Mix together for about 3 min.:

3 lb. cake flour

1 lb. 8 oz. emulsifying shortening

12 oz. butter

Sift together and add:

1 lb. seedless raisins

1 lb. mixed peel

Deposit into paper lined cup cake pans. Bake at about 375° F. When baked and cool, cover with desired icing.

ANSWERS TO "DO YOU KNOW?"

Questions on page 10

1. **True:** Sometimes a combination of starch and tri-calcium phosphate is used.

2. **False:** This would depend a great deal upon the cooling conditions in the shop and also the size of the loaves. For instance, where a controlled vacuum cooling system is used, the bread would be cooled within a short period of time. It is generally recommended that the inside of the loaves should not be above 110° F. when going to the slicing and wrapping machines.

3. **False:** An extremely hot oven may cause this to happen. It may also be due to too much top heat or flash heat in the oven. A cool oven would cause the top of the sheets to have a pale color. It may also result in a wrinkled top and excessive shrinkage.

4. **True:** Other cocoas may vary in fat content, some containing less than 1% fat. This low fat content cocoa is at times used in making chocolate flavored marshmallows as it does not cause the marshmallow to break down as readily as when a higher fat content cocoa is used.

5. **True:** Regular invert syrup is rated as being about 102% sweet.

6. **False:** Best results will be obtained by allowing the dough to recover for some time before going to the divider. The length of time necessary will depend upon various factors such as: The type of flour used, the length of time the dough was overmixed, etc.

7. **True:** Toasted rusks contain about 1,825 calories per pound while white bread contains about 1,200 calories per pound. This differential is due to the low moisture content in rusk and also because rusks are made from a dough that is considerably richer than a white bread dough.

8. **False:** In order to successfully make refrigerated sweet dough products, the richer types of doughs will produce the best results.

9. **False:** It has been found that it is more harmful to store yeast at 95° F. than at 0° F. When yeast has been stored at 0° F., it must be warmed up gradually before it is used.

10. **True:** If the formula calls for ammonia, baking powder can readily be substituted. It is necessary to use about 2½ times more baking powder than ammonia.

11. **True:** In American rye bread about 15 to 20% rye flour is used, while in Russian rye bread usually about 40 to 50% rye flour is used. Russian rye bread generally is made with a preparatory sour, giving it a tangy taste. It is made up into either round or long loaves, while American rye bread as a rule is made into long loaves.

12. **False:** The use of bread flour will produce a tougher cake. A good

grade of cake flour will produce the best results.

13. **True:** The ideal way to bake them is to place them in an oven having this temperature. Then when they are set, the baking should be finished at about 375° F. in order to dry them out.

14. **False:** Flour milled from newly harvested wheat generally requires less mixing time.

15. **False:** While baking loss is decreased somewhat by the use of steam, the primary reason for using it is to produce a fine crack on the tops of the cookies.

16. **False:** The smoke point of emulsifying type shortening is about 275° F., while regular hydrogenated shortening has a smoke point of about 450° F.

17. **True:** When egg whites are used in the dough, greater volume will be produced. The crust will be more crisp. The addition of egg whites also seems to have a drying effect on the dough.

18. **True:** When these cakes have a pH somewhat about 7, their crumb color is improved. White cakes have the best crumb color when their pH is slightly below 7, which would be on the acid side. On the pH scale 7 is neutral.

19. **False:** The average loaf of white bread will contain about 36% moisture 12 hours after it is baked. According to the U.S. government regulations, it must not contain over 38% moisture.

20. **False:** It is practical if the baker can handle them. Sponges have greater fermentation tolerance than do straight doughs. It is not always easy for the small operator to control the fermentation temperature or to take his doughs on the scheduled time. Sponge doughs will allow him a greater leeway.

INTERSTATE

(Continued from page 3)

which has facilities for turning out \$10 million in bakery products yearly.

Construction of a new bread bakery in Denver to serve the rapidly expanding Rocky Mountain area was begun in 1959. The new plant, which will replace the present leased buildings out of which Interstate has been operating since acquiring the Campbell-Sell plant in 1958, will be ready for occupancy this spring.

The report stated the company plans to continue its expansion program through the acquisition of properties which will contribute to its sound growth.

Other expenditures for fixed assets included the installation of bulk flour handling equipment in three more of its plants, modernization of plant properties, and purchase of 400 new trucks for replacements in the present fleet and for new routes.

Twenty-three bread plants, seven cake bakeries and 153 sales branches comprise Interstate's operations from coast to coast.

OKLAHOMA STATE UNIVERSITY BAKERS SCHOOL

Next class will start April 27, students enrolling April 25 and 26. GI's and non-GI's accepted. Full course completed within one year. Intensive four months' course available for allied and bakery employees unable to take complete course. Loan Scholarship Fund available for students needing financial assistance. \$100 Scholarships available each semester for out-of-state students. Graduates in great demand at good starting salaries. For further information write Jno. C. Summers, Oklahoma State Tech., Okmulgee, Oklahoma.

MARX

(Continued from page 5)

which develops its skills on the job," he stated. "This limitation involves dependence on the teacher; a man may be a good baker, but is he a good baker-teacher?" This limitation he went on to say, also extends to the time available to teach a man, and further, the workman often is taught only what the teacher knows—without benefit of training or knowledge available outside the teacher or trainee's immediate work area.

Baking Schools

Mr. Marx then spoke of the baking schools, mentioning the fact that they have "been with us" only about 50 years, and that these schools can do a better job than is being done at present if given sufficient help by industry and allied firms.

Reaching the basic point of his address, Mr. Marx outlined the needs of the baking industry right now:

- The industry needs skilled craftsmen who can work on the bench. This group will always be with us, he added, but the category is small and we can no longer look to Europe for their talents in the numbers once available.
- At the other extreme, he told the allied men, are the huge plants with such complex equipment as continuous mixing machines, where there is a growing need for men who know electronics, for trained chemists and other university graduates. In this area, no matter how much college training a man has, he needs some time in the bakery to evaluate the situation, and to learn the equipment which you, the allied tradesmen, are supplying in ever greater quantities, said Mr. Marx.

- The ASBE secretary then elaborated on what he termed the "middle group" of production men needed—a lot of average men with some understanding of baking.

"This middle group needs some training, some vocational school background, and some college training. This is the group where our needs are the greatest," he stated, following this with what he termed a "shocking disclosure":

"Assuming that you men here today will not hire anyone for your businesses who is under 20 years of age, you are faced with the fact that the number of persons available for you to hire in the year 1980 already has been fixed. The exact number of workers available to you 20 years from now is fixed, because they have already been born. To follow through with this, you will be compelled to compete for these people with all the other fields of business and industry," said Mr. Marx.

Recruiting Workers

He then went on to suggest that the baking industry, and allied firms, will have to take positive steps to recruit suitable personnel from vocational schools, referring to this as the primary source of prospective trainees. He then suggested recruitment at colleges.

"But you and the baking industry will have to grab them quickly," warned the ASBE secretary, "for other industries already have organized recruitment programs—and baking is getting those who are left."

Moving into the climax of his address, Mr. Marx tried to answer the question, "Why don't we in baking attract more young men?"

He suggested that those in the industry must have pride in it, and that the law on constitutional grounds

WANT ADS

Advertisements in this department are 15¢ per word; minimum charge, \$2.25. (Count six words for signature.) Add 20¢ per insertion for forwarding of replies if keyed to office of publication. Situation Wanted advertisements will be accepted for 10¢ per word, \$1.50 minimum. Add 20¢ per insertion for keyed replies. Display Want Ads \$7 per inch per insertion. All Want Ads cash with order.

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Midwest mill. Knowledge of hard wheat milling essential. Please furnish complete data, including personal information, education, experience and salary required. Address Ad No. 5701, The American Baker, Minneapolis 40, Minn.

they must sell it to worthwhile prospective employees.

"Sell baking," he said. "Explain that it is a stable industry—not subject to the ups and downs of other industries. Food is so basic, and baked foods in particular, that military establishments consider it of high morale value to take equipment directly into the field of battle to do their own baking."

He dwelt briefly on payment for services as a factor in attracting personnel—citing pay as an important factor, but not the major one. It is good management, however, to know if you are over-paying personnel or under-paying them, he added.

In conclusion, Mr. Marx waxed optimistic on the value of training, and the unique American factor of exchanging information through such organizations as ASBE, in helping the industry solve many of its problems.

Mr. Marx was introduced by Arthur Grawert, Brechet & Richter Co., chairman of "Bosses' Night." Dick Schoep, Choice Foods, Inc., president of the Minnesota ATB, presided at the meeting, which was held at the Golden Valley Country Club, in the Minneapolis suburb of Golden Valley.

MISSOURI

(Continued from page 3)

suit attacked the general constitutionality of the law and their attorney stated that it would cost the baking industry millions of dollars in new equipment.

Bread is now baked in sizes that begin at 15 oz., and goes to 22 oz. There is no general uniformity among baking companies.

The law contains 43 sections affecting the sale of almost all foods, but there is one section that affects the baking industry and simply calls for bread baked in those sizes. It seemed to have slipped past the legislature in its deliberations of the act.

The baking industry contends it would have to buy new trays and other equipment and that this could work a confiscatory handicap on many of the smaller ones.

The suit asks Sam C. Blair, judge of Cole County Circuit Court, to enjoin Mr. Williamson from enforcing the law on constitutional grounds.



Quality is not just the character of the ingredients that go into a product. It is also a state of mind of the manufacturer . . . a priceless desire to produce only the best. That's why KELLY'S FAMOUS has been a quality flour ever since William Kelly milled his first load of wheat many years ago.

The WILLIAM KELLY MILLING COMPANY
Capacity 5,500 Sacks HUTCHINSON, KANSAS

Grain Storage 1,600,000 Bus.



The district attorney was questioning a Kentucky colonel in court. Unable to shake his testimony, he tried sarcasm. "They call you colonel," he sneered. "In what regiment are you a colonel?"

"Well it's like this," drawled the colonel. "The 'colonel' in front of my name is like the 'honorable' in front of yours. It doesn't mean a thing."



Sign in a restaurant window. "T-Bone—two cents." Then in fine print underneath: "With meat—\$4."



First voter: "I don't want to vote for any of the candidates. I don't know any of them."

Second voter: "I don't know what to do either. I know all of them."



The little girl was telling her teacher about her baby teeth coming out. One tooth was loose and she had already lost three. She said, "Pretty soon I'll be running on the rim."



With both motors of his plane hopelessly on fire, this pilot showed classic courage. As he donned a parachute, he shouted to the passengers: "Don't anybody panic. I'm going for help now."



A famous matador was fighting in a Mexican border town. Among the spectators was an old cowhand who was seeing his first bull fight.

The fight had reached the stage where the matador, armed with only a cape, was taunting the bull, avoiding the animal's horns by fractions

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The American Baker reaches the two groups vital to your product's acceptance—the production superintendent who selects it, and the plant manager who approves it. Cover "both sides of the street" economically through advertising in The American Baker.

of an inch and flipping the cape aside as the bull charged past.

At last the old cowhand could stand it no longer. He arose and shouted: "Buddy, he ain't never gonna run into that sack unless you hold it still!"



Here's the sports car owner's description of the U.S. standard automobile: A four-eyed, two-horned, pink-and-purple ethyl-eater.

The nurse answered the phone at the inquiry desk. "I'm calling about Thomas Foreman?" explained the voice at the other end of the line, "How is he?"

"Oh, he's coming along just fine," replied the nurse, cheerily. "He hasn't run any temperature for several days."

"Can you tell me then," said the voice, "when he'll be allowed to go home?"

"Thursday morning," the nurse answered. "And may I ask who's calling?"

"You certainly may," the voice replied victoriously. "I'm Thomas Foreman. Nobody would tell me a darn thing around here!"



An ancient auto puffed and wheezed up to the toll gate.

"Fifty cents!" the attendant said.

"Sold," replied the driver.

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The quality of POLAR BEAR always stands out. That is as true today as it always has been in the long history of this company. You can place your trust in POLAR BEAR, year in and year out.

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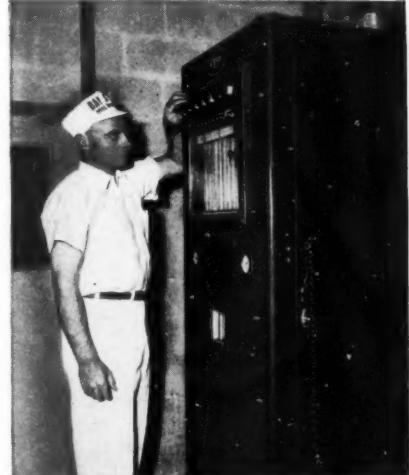
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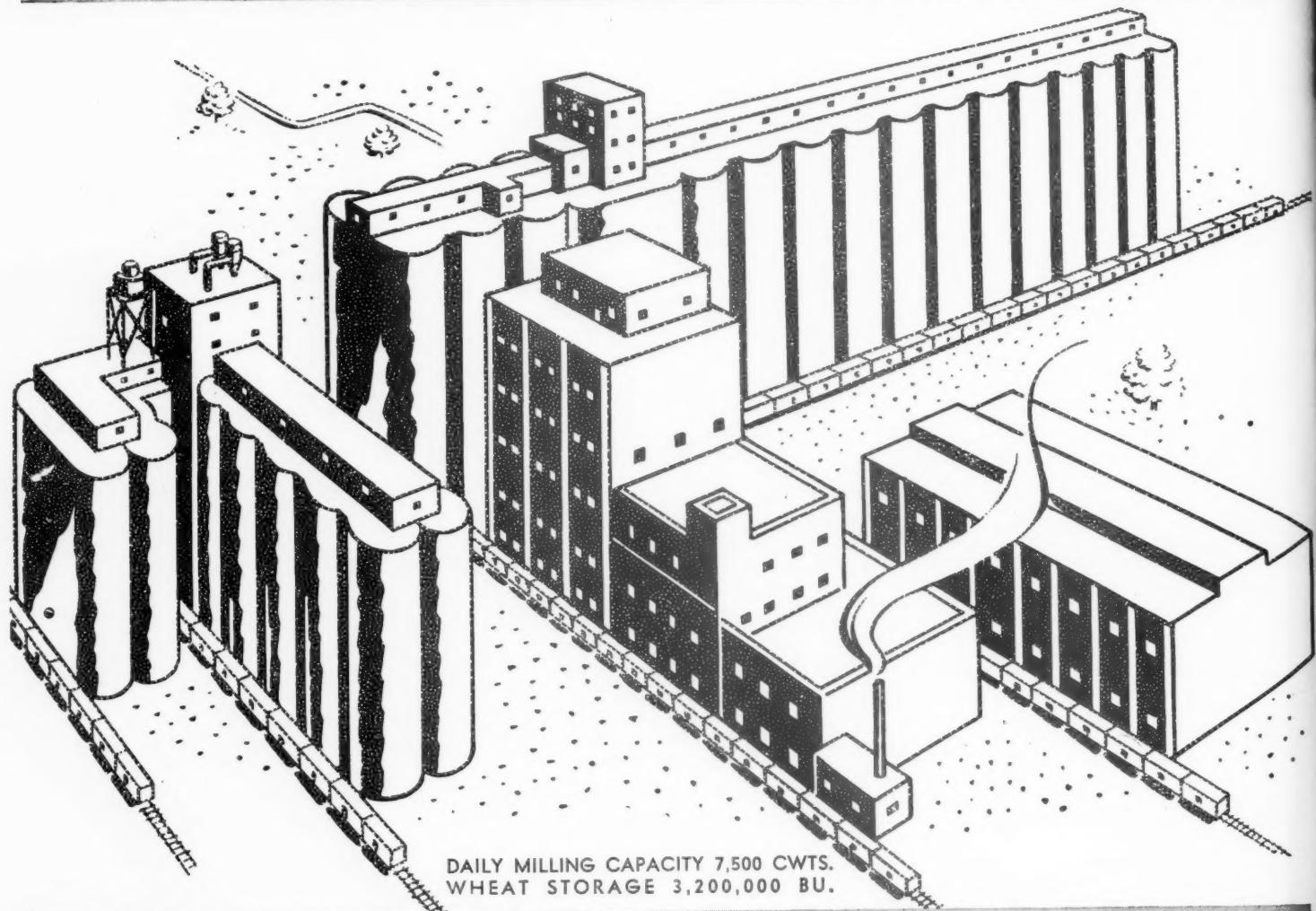


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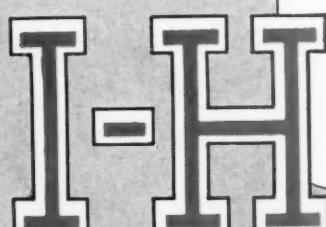
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